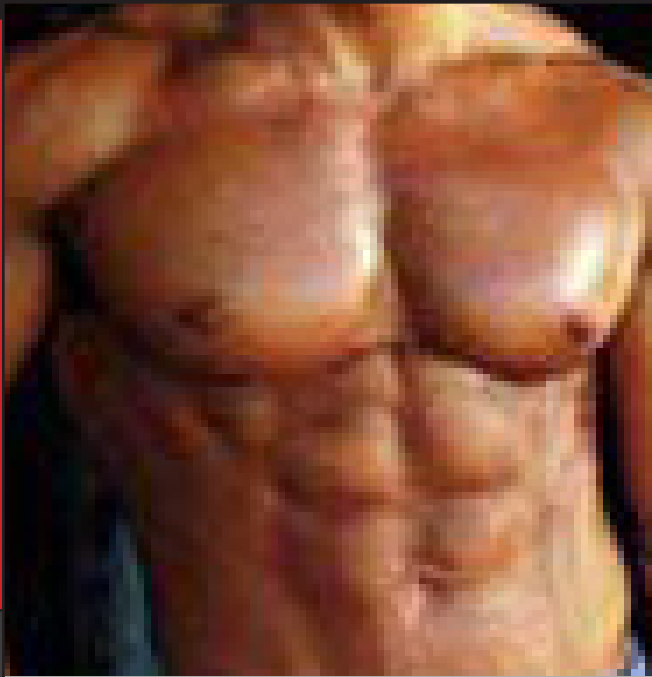


Vince DelMonte's

NO-NONSENSE MUSCLE BUILDING



**Skinny Guy Secrets To
Insane Muscle Gain**

IMPORTANT

This program is a step-by-step program that involves gradual but consistent progression to the point of lifting very heavy weights. Proper warm-up is mandatory before every workout to ensure that you protect your tendons, ligaments, and joints from injury.

Although exercise is beneficial and this program has been created to progress beginners to advanced and elite training levels there is still the risk of injury. Vince DelMonte Fitness and its owners, agents, affiliates and employees will not be held responsible or liable for any injury sustained while lifting or moving weights at your home, gym or elsewhere. Always consult with your physician before beginning any weight-training program or other exercise, even if it is progressive in nature. If you experience any strain or pain while training, stop and immediately consult your family doctor.

INTRODUCTION

Hello and Welcome!

Thank you for trusting me and purchasing my e-book **No-Nonsense Muscle Building: Skinny Guy Secrets to Insane Muscle Gain**. I debated until the wee hours of the morning (right now it's 2:30 a.m. and if you know me then this won't surprise you - I get my best ideas at these times) whether to call this book "Skinny Guy Secrets..." or "Average Guy Secrets..."

The reality is that building muscle is building muscle, so this program and system will work for anybody. Young or old. Male or female. Skinny or chubby. But since I used to be a former 'skinny guy' myself, my inspiration to write this book is a result of wanting to help as many skinny guys - I mean, hard gainers - as possible!

This Step-By-Step Program is loaded with unconventional training methods and proven techniques that allow you to safely, quickly and effectively transform your body to any level of muscularity and any level of conditioning that you desire.

Whether you want to tone and firm up, require sport-specific conditioning, compete in a Fitness Model or Bodybuilding competition or to simply pack on 20, 30, 40 or even 50 pounds of new muscle to your frame, this program can help you achieve real results! And like I promise on my web site, **you can do this without drugs, without spending a fortune on supplements and without wasting another second in the gym**. All the information you need to be successful is within the pages of this book.

This book is easy to read, straight to the point, concise and contains the 'core' of my Knowledge. Much of what is out there is pretty boring and academic. I don't want to give you anatomy, physiology or biomechanics lessons. Instead, you'll be given the 'nuts and bolts' information - the important stuff! This book is simply a **collection of the most important, time tested, no-nonsense muscle building principles that you must use as your stone and mortar**.

I work at a gym in Hamilton, Ontario, called Phoenix Fitness. This is where I run a Personal Training Department of 14 full-time Personal Trainers (and growing). Over the last few years I have been doing 'in-the-trenches' research on trainees ranging from the ages of 14-75 years. I have been able to measure client results every step of the way and compile pages of useful data. I have synthesized all my knowledge and **'real-world results'** into a book that encompasses my 'core' systems and techniques. I am about to share with you the best of the best. I have condensed everything you need to know into one small book.

And that's what you have right now. The best information packaged from years of study and research and real world testing. I encourage you to read every word.

DO NOT SKIM THIS MANUAL TO FIND A 'TIP' OR SOMETHING 'NEW.'

This is not a rehashed newsstand magazine with the same conventional thinking you have been exposed to in bodybuilding magazines and on the Internet. The key to your success lies in the pages of this particular book. The techniques and principles will be the building blocks of success from now on. I promise that if you follow every single technique laid out in this book (training, nutrition, stretching and the psychological components), you will build new muscle and your strength will dramatically increase.

However, before you begin this program you have a task -and this is your first step to trusting what I have to say!

If you have been training for more than three consecutive months without a break, I am not suggesting or recommending - I am TELLING you - to take ONE week off from ALL training. Better yet, do not even think about going to the gym. This will ensure that your body is FULLY recovered before you begin this program. I need you 100% fully recovered before we start this routine to help you build some serious muscle! Instead, print off this manual at your local Business Depot, get it nicely bound and start studying the content over the next week. Better yet, read it a few times and ingrain the content into your head!

Lastly, when reading through this manual you must follow every single section of this course. You will not be as successful if you pick and choose. This program is not designed to be 'compartmentalized.' **It must be integrated as a whole.** Think of the Titanic -the largest ship up to that point in history. The Titanic was thought to be an unstoppable force. It was created as a series of compartments and it was thought that if one section got flooded then the whole big unit would not sink because the water would not be able to get into the other co-joining compartments. As you know, the Titanic sunk because the 'compartment' strategy did not work.

If you do not follow one section of this program, problems will arise and the 'water' will overflow into other areas of your training and 'sink your boat!' I repeat, you must follow every section without fail!

Welcome to the world of No-Nonsense Muscle Building & Weight Gain! The difference between success and failure is the decision to just go for it. This is YOUR chance. And there is absolutely no reason why you cannot do it. I'm giving you the MOST personal, most privileged information, organized in the exact, proven formula you need to build your own road to success. And I can't wait to hear all about your results!

I hope you have a great workout and thank you for being my customer!

-Vince-

NO-NONSENSE MUSCLE BUILDING: Skinny Guy Secrets to Insane Muscle Gain

By Vince DelMonte

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CHAPTER 1:

TOP 10 MISTAKES TO AVOID BEFORE YOU EVEN START TRAINING

1. NOT HAVING A GOAL.

All good plans start with a clear, concise picture of the desired objective. The main problem starts when the objective is not clearly defined. When was the last time you tried to buy a new car and you just hoped the money would show up in your account? Hopefully never! So why do so many people go the gym and hope that they will build muscle and lose fat? You must have clearly defined goals that work like magnets. They pull you in their direction. The better YOU DEFINE them, the better YOU DESCRIBE them, the harder YOU WORK to achieve them, the stronger THEY PULL. And I'm sure you will agree that there are a truckload of excuses to block your road to becoming 'buff,' so you'll need a very strong magnet to pull you forward. My father always said, *"Vince, obstacles are what you see when you take your eyes off the goal."*

So your first step is to WRITE OUT, DEFINE and DESCRIBE your goals. This goes further than just saying, "I want to build more muscle." It suggests you need to be clear, specific and detailed as well as visual about what you wish to achieve. Defining your goals might include how much specific weight you want to gain, what size of clothes you will fit into, the people you wish to associate with, the lifestyle you live, and how you feel each day. Visualize how your goals will affect everything and everyone around you and set that picture as your true goal.

Before we continue, do a quick mental assessment of the guy or girl you want to look like - physique wise. Would you like to look like Ronnie Coleman or the guy on the cover of Men's Health magazine? Would you like a hard bodybuilder body or a leaner, more athletic body? Do you want to simply look good in clothes or do you want to look ripped naked? Perhaps you have a friend you wish to resemble? Conversely, make a quick mental assessment of the guy or girl you never want to look like - physique wise. From my observation, the individual who has well defined and descriptive goals is the one who resembles your desired physique and lifestyle. Am I right? Thought so!

Those who think that their bodies - pear-shaped or thin - can't be transformed, just don't have enough reasons to change **You must HAVE ENOUGH REASONS.** Are you sick and tired of being called silly nicknames? Are you tired of being weak? Are you frustrated that you can't wear the clothes you want to wear? Do you just feel discontent with your level of fitness or energy? Do you want to look good for the opposite sex? Do you want to impress others and demand respect?

I've learned that reasons come first and answers second. It seems that life camouflages the answers in such a way that they only become visible to those who are inspired enough to look for them - who also have driving reasons to look for them.

I am sure you would agree because this example could relate to you. You knew that you wanted to transform your body and went on a mission to find success. Fortunately, you are now holding the answers to your questions in your hand (or on your computer screen) and the answers, methods and solutions you'll need to solve your problems will be revealed to you as you read this manual.

I know your motivation must be strong to take your level of fitness to a new level, however, have you asked yourself, "What truly motivates me?" "What are my 'hot buttons'?" You must discover your own list. I encourage you to do a mini inventory and after defining your goals, ask yourself, "WHY are these my goals?" Perhaps it is for recognition or a certain feeling, the challenge, to fit into old clothes, to go to the beach without embarrassment, to impress the opposite sex, to increase your self-esteem and/or to prevent health problems. You must WRITE these reasons down and remind yourself of the consequences of not taking action. These reasons are your lifelines; they will keep your focus aligned on your target.

2. 'Hard Gainer' - Dump the Title!

As soon as you start labeling yourself as a 'hard gainer,' you will bring your results to a screeching halt. **This phrase has enough power to sabotage your potential for a muscular physique before you even begin reading this book.** Keep calling yourself a 'hard gainer' - or a 'no gainer' and don't be surprised if you continue to waste time, effort and money. If you're lucky maybe you will build 5- 10 pounds of muscle a year. But if you still don't look like someone who actually lifts weights and want to put on 20, 30 and even up to 50 pounds then this next section is CRITICAL!

The problem I have with the term 'hard gainer' is what happens when people perceive themselves to be so-called 'hard gainers.' Sure you might be a 'hard gainer' but I think that most skinny guys believe they are actually 'no gainers.' 'Hard gainers' do exist but --

THERE IS NO SUCH THING AS A 'NO GAINER!'

You might think you are a 'hard gainer' because you have trained religiously for few years, you eat the right foods, take all the latest supplements and yet no one can tell you work out! Everyone has the ability to put on slabs of muscle in record time, and I have proven every client that was a perceived 'hard gainer' - dead wrong. The term 'hard gainer' is just a poor excuse.

Plain and simple: excuses are for the weak. It's easy when your workouts are

inconsistent, your training is sub-maximal or if you indulge in an extravagant social lifestyle to simply shift the blame from yourself and make an excuse. Don't worry, you can just keep telling everyone that you are a 'hard gainer.' Correct?

This term is a great disguise for skinny guys who never reach their true genetic potential. Instead of taking responsibility for your actions, it's a lot easier to pull out the 'hard gainer' card and flash it to everyone. It sits by your driver's license and becomes a part of your identity.

Consider this. It's like saying, "I can't afford it." This should be considered a deadly statement because it forces your brain to stop working and reinforces a false perception of your true abilities. Instead you should say, "How can I afford it?" By constantly saying, "How can I afford it" or "I can afford it," **you will reinforce a new perception of yourself - you will no longer think of yourself as poor, but as a rich person.**

If you examine these two statements, you will see that "How can I afford it?" opens your mind to examining the possibilities of accumulating wealth. "I can't afford it," on the other hand, closes your mind to any possibility of attaining what you desire.

Let's make this example practical now. By simply being aware of the words you use, you can self-detect your self-perceptions. By changing your words, you can begin to change your self-perceptions - if you choose. So by simply reminding yourself to say, "THERE IS NO SUCH THING AS A 'HARD GAINER'" you will be able to bring out the muscular person inside of you. By saying, "I am a hard gainer" you are reinforcing the small and weak person who was already there.

Do you truly think that you can casually or unintentionally become ripped and muscular? NO WAY! Do you really think deep down that if you believe you are a hard gainer and a muscular physique is out of your limits, that you will ever achieve any SIGNIFICANT RESULTS? Of course not!

I'm not talking about 3 or 5 pounds of muscle a year. I'm talking about **20-50 pounds of massive muscle**. Every trip to the gym, every set, every meal, every shake you gulp down will be snuffed out because the beliefs in your mind have sentenced you to a life of smallness.

The very first step you must take before you read any of the training or nutrition content of this book is **DITCH THE TITLE.**

STOP LABELING YOURSELF AND START THINKING OF YOURSELF AS AN 'UNTAPPED RESERVOIR WITH EXPLOSIVE MUSCULAR STRENGTH.'

Many personal development coaches stress the principle, 'you get what you focus on.' Therefore if you focus on being small, you will be small. Focus on being big and muscular and this will direct your mind and actions to the things you must do to become just that. All actions come from your beliefs and if you truly don't believe that you can succeed then what chance do you have?

FOCUS ON BELIEVING IN YOURSELF AND YOUR ABILITIES AND RE-CLASSIFY YOURSELF AS A 'CONSISTENT GAINER' OR AN 'UNSTOPPABLE GAINER' OR WHATEVER TITLE SUITS YOUR MOTIVATION BEST. IF YOU FOCUS ON BEING SUCCESSFUL YOU WILL BE AND YOU ARE ALREADY ONE STEP CLOSER TO BECOMING THE PERSON YOU REALLY WANT TO BE!

3. Avoid the Two Most Dangerous Words in the English Language!

Your brain is designed to protect your body. Your body does not like change. It actually FEARS change and will do everything in its power to prevent your body from experiencing something different - whether it is creating a new habit or forming a new lifestyle.

The thoughts and words that you use will dictate the actions that you will take. Do you know what the two most dangerous words in the English language are? I Know!

What is your immediate response when I say:

"You must eat more to get bigger"?

"You must recover before you start your next workout"?

"You should eat more fruits and vegetables"?

I know. I know. And once more - I know.

Do you know why this is your immediate response? Because as soon as these TWO DEADLY words leave your mind your brain switches off. That's right - it simply stops thinking. Your body is smarter than you think and can detect potential for change. Your body does not want to go through an extensive training program or a bulk up phase or adapt to a new lifestyle. It would prefer to stay in 'balance' and sit still.

I am here to convince you otherwise. "YOU DO NOT KNOW ANYTHING"

That's right, and I will say it again a little nicer without screaming at you this time, "You do not know anything UNTIL YOU HAVE DONE IT." People confuse 'knowing' with 'doing.' You DO NOT LEARN ANYTHING BY TALKING ABOUT IT. You don't know anything about 'BULKING UP' until you have actually 'bulk up.' You do not know anything about lifting heavy weights until you have actually lifted heavy and seen the benefits. I think you get the point.

DO NOT CONFUSE 'KNOWING' SOMETHING WITH 'DOING' IT.

You might have TALKED about 'bulking up,' or TALKED about lifting heavy but you DO NOT TRULY KNOW ANYTHING UNTIL YOU DO IT - UNTIL YOU ATTACH A PERSONAL EXPERIENCE TO IT.

The reason I stress this so much is because you must adjust your mind-set to what you are about to take in. If you read a technique, tip or concept that you have read somewhere else then your immediate response might be, "I know that." But ask yourself HOW you know that. Do you "know that" because you read about it or talked about it? Or do you "know that" because you have actually done it yourself and experienced the benefit?

I strongly ask you to remember this when you stumble across a section in this book where something might sound redundant. If you "know that" but have not truly experienced success from it, then you have only heard about it or read about it.

**TRUE LEARNING COMES FROM DOING -
NOT TALKING ABOUT IT OR READING ABOUT IT.**

Avoid these two deadly words and you will be more mentally prepared to do what you must DO to succeed.

The Second Most Dangerous Word - Tomorrow

I learned from my parents when I was young that, "The most life-destroying word of all is the word tomorrow." The poor, the unsuccessful, the unhappy, and the unhealthy (being overweight or skinny could fit this example perfectly) are the ones who use the word tomorrow the most. These people often say, "I will start my diet tomorrow." Or, "I'll start investing tomorrow." Or, "I'll start learning more tomorrow." And so on.

The word tomorrow is the word that destroys more lives than any other single word. My parents have said, "The problem with tomorrow is that I have never seen a tomorrow."

**Tomorrow does not exist. It is not promised and it is not guaranteed.
Tomorrow only exists in the minds of dreamers and procrastinators.**

**4. Setting Performance Goals versus Outcome Goals -
Know Which Ones to Set.**

People who put off 'till tomorrow find out that their bad habits will eventually catch up with them. My parents would conclude with "I have never seen a tomorrow. All I have are today's." Therefore today is the word for winners and tomorrow is the word for procrastinators. Of all the things I learned from my father, (as a Pastor, I see him as my Spiritual Personal Trainer) in my early days as a teenager, it was that goal setting would have the most profound effect on my life. **Every aspect of my existence - my athletic accomplishments, my income, my relationships, my spiritual life and my level**

of knowledge - all changed for the better.

Each year my father would have me and my two brothers write out our goals for the upcoming year. Our instant response was, “Do we have to?” It seemed more like a chore at the time, not knowing that this would be a life-changing habit that would be repeated every year for the rest of my life. This leads me to include an entire section of this book discussing this often misunderstood process.

What most people don't know is that effective goals focus on performance, not outcome.

I will use the term performance to also parallel the word ‘habit.’ Performance or habit is what you control. Outcome is often controlled by others. An athlete may have an outstanding performance and not win a contest because other athletes have performed even better.

Conversely, an athlete may perform poorly and still win if all the other athletes performed at a lower level. If an athlete's goal is to run 12.10 seconds in the 100m race, the athlete has greater control in achieving this goal than winning. However, the athlete has even greater control of achieving a goal if the goal is to run using the correct form and driving the knees through the entire race. This performance goal ultimately gives the athlete more control over his/her performance.

My private clients often begin by sharing their ‘outcome’ goals, which is certainly important, but fail to recognize that it is their habit goals that will determine their level of success. What is wrong with goals such as, ‘lose weight, tone up, build muscle and feel better?’

SETTING ‘OUTCOME GOALS’ IS A SUREFIRE WAY OF FAILING. YOU DO NOT HAVE CONTROL OF THE ‘OUTCOME.’ YOU CANNOT CONTROL THE AMOUNT OF FAT YOU WILL LOSE OR THE AMOUNT OF MUSCLE YOU WILL BUILD. HOWEVER, YOU CAN CONTROL THE HABITS THAT ARE REQUIRED TO LOSE FAT AND BUILD MORE MUSCLE.

You DO have control over the habits that will allow you to build more muscle and lose more fat. You can control how many meals you eat each day and the amount, how heavy you lift, what kind of foods you eat, how much sleep you get, how intense you train, what time you wake up, how many times a week you go the gym, and how you spend your social life. You see the difference? The first type of goal focuses on an ‘outcome.’ Outcomes are out of your control.

But, bad habits can be starved and destroyed and new, hopefully ‘good’ habits, can be born and fed.

5. Not Being Truly Committed to Your Goals.

Your commitment is the vehicle that will drive you forward. What are you truly committed to right now? What takes up most of your time, energy and attention? **Behind these answers lie your commitments.**

In today's world, change is constant. Mandates change, interests change, circumstances change and priorities change. What you are doing today for a certain result may not be enough for tomorrow. Each day your commitment will be challenged. What keeps you committed?

When you are struggling to be truly committed, this is a good time to review the reasons for your goals.

As you read on, I will need you to record on a piece of paper the habits in your life that will be required to change so that you build more muscle and lose more fat. These will be your SET goals!

Often I see clients involved with their goals but they are not committed to their goals. What is the difference? There is a big difference - the kind of difference that separates day from night, fat from slim, scrawny from brawny, and success from failure. You can be involved in church but not be a true Christian; you can be involved in a relationship but not really be there; you can be involved in a fitness program but not be truly committed. Is this you?

MY GOAL IS NOT TO QUESTION YOUR COMMITMENT BUT TO GUIDE YOU IN DISCOVERING WHY YOU MAY HAVE NOT SUCCEEDED IN THE PAST, AND WHAT YOU NEED TO DO DIFFERENTLY IN ORDER TO ACHIEVE A BETTER BODY THIS TIME AROUND.

Re-evaluate your priorities. Are you prepared to invest the optimal amount of time, attention and energy to get what you want or are you just hoping this program will work for you?

When was the last time you hoped for something and it happened? Probably never, right! **Before you read on, ask yourself if there is any circumstance that could prevent you from achieving your goals and begin planning how you will RESPOND if and when that circumstance arises.**

Better yet, mentally commit right now that you will not allow anything to prevent you from breaking your commitment!

6. Not Prepared to Break Old Habits and Build New Habits.

Habits are basically like automatic behaviors. I will be the first to admit that breaking bad habits and forming new habits is not easy at all. If it were, you would have no financial problems, perfect relationships, a healthy body and you would be rocking this world!

The ‘sick-cycle’ is the term I use to describe the continuous cycle of poor choices.

When we continue to make choices that lead to the same dead end, we are in the midst of a sick cycle.

It’s interesting how you have probably tried to break an old habit by doing the same thing over and over but expecting a different result. Isn’t this foolish? Why can’t we see that trying to write a different ending to a story by mentally writing a different story in our minds just does not work and it will never work!

Creating new habits to transform your body into a Greek-God or a Greek-Goddess is not easy and will require you to assess which habits in your life need to be destroyed. But you probably already know what habits are destroying your progress. **Knowing what to do is not enough.** In my opinion, YOU DO NOT TRULY KNOW ANYTHING - you might have talked about it - UNTIL YOU actually EXPERIENCE AND LIVE IT!

**“A bad habit never disappears miraculously;
it’s an undo-it-yourself project.”**

-Abigail Van Buren-

HERE ARE SOME TIPS TO HELP YOU CREATE NEW HABITS:

In his book “The Seven Habits of Highly Effective People” (Simon & Schuster, 1990), Stephen Covey compares the making and breaking of habits to the launching of a spacecraft. *“To get to the moon,”* writes Covey, those astronauts *“literally had to break out of the tremendous gravity pull of the Earth.”*

I also have my own analogy that has helped me break my own bad habits:

1) **Escape the Bondage.**

Visualize your hands clasped together, finger-over-finger, and tied together with tight string. This picture represents bondage to a bad habit. Every time you resist a bad habit, one of these strings will come undone - this represents resisting your bad habit once. Since you have only removed one string the bad habit is still present. However, as you continue to resist and resist, another string, and another, and another will fall off your hands and

eventually your hands will be free to move and come apart freely. This analogy works in reverse as well. **Every time you reinforce a bad habit, a new string binds tighter around your hands and it will become harder and will require more time to remove all the strings tying your hands together.**

2) A negative habit can be broken by replacing it with a new, more desirable habit.

Rather than simply deciding to stop eating junk food, replace this behavior with a better one, such as deciding what groceries you will shop for. Instead of saying you will start eating every 3-4 hours, plan a time on Sunday where you will cook all your meals in advance. Instead of saying you will train more intensely, hire a Personal Trainer or find a workout partner. Instead of saying you will wake up earlier, go to bed earlier.

3) Change your environment.

This might be common sense but it requires some hard decisions. When I had to prepare for a Fitness Model competition, I had to eliminate a huge component of my social life, which included turning down invitations to the local bar and poker nights with the boys. I knew I was weak (at the time) to resist certain foods and drinks that would be present and impede my progress. Did I get kidded by my buddies? Sure did. Did they understand? Probably not. Was it worth it? You bet! **One of the most powerful methods to breaking a bad habit is to place yourself in an environment that encourages the ‘building’ of a new good habit.** Instead, I spent time with my girlfriend who was preparing for the same contest and we would avoid restaurants and social environments that were ‘toxic’ to our discipline of maintaining new habits required to shed a lot of body fat.

A ‘NON-TOXIC’ SUPPORT SYSTEM IS OFTEN ESSENTIAL FOR LIFE-ENHANCING CHANGE.

7. Not Putting A Deadline on Your Goals.

My father always told me, **“goals without deadlines are simply dreams.”** Prior to making a true commitment, most people train on sporadic schedules whenever they feel like it. They also attain the attitude of “Well, it would be nice if I was able to tone up in the process.” What kind of lame approach is that to achieving your goals? Do you think Arnold, Lee Haney, and Ronnie Coleman wake up each day and say, “I’m going to try and get to the gym today, and we’ll see how I feel if I get there, and maybe train some upper body and hopefully build some muscle...” YEAH RIGHT!

The instant you make a deadline with a goal - something will shift inside your mind. The clock will start ticking and it will force you to focus.

GOALS WITHOUT DEADLINES ARE FAR LESS EMPOWERING, MOTIVATING AND POWERFUL COMPARED TO GOALS WITH DEADLINES.

What goals do you have that do not have deadlines? You probably want to build some muscle or lose some fat when the time is right. However, these are just goals without deadlines.

Once you have a deadline, all sorts of things will start to happen that would not have happened otherwise. **Big goals require incremental sacrifice.** They require daily attention. And in my opinion, they are accomplished because of these deadlines. Set a deadline to have this e-book read.

Better yet, set a deadline to read each individual chapter. Do you want to build 5 pounds of muscle? Set a deadline. Do you want to compete? Pick a show and register today. Do you want to gain 50 pounds of muscle? Set a deadline.

You've got to have a goal. But a goal without a deadline is like a story without a point. What's the point? Choose your next goal and set a deadline today.

8. Failing to Prepare is Preparing to Fail.

I could not agree more strongly with the late Benjamin Franklin, ***"Failing to prepare is preparing to fail."*** Training without a program is like building a house with out a blueprint. How will the final product look - if a final product is even achieved? When I refer to plan, I'm referring to all the specific details of an exercise program. I'm referring to the muscles trained, specific exercises chosen, the number of sets and reps, amount of rest, the tempo etc. These details must be pre-planned before you even go to the gym! Yes, this is a true plan. How much easier will it be to maintain your focus every time you arrive at the gym? Having a plan to follow leads to one simple task - work it and execute it!

This applies to your nutrition plan as well. **You must know what foods you will eat, in which amounts, and at what times.** Once you have created your plan, again, this leads to one simple task - work it and execute it!

**The programs I have designed for you are essentially your blueprints
- they are very powerful training and nutrition tools. You have one
simple job - EXECUTE!**

9. Not Writing it Down.

Having a plan is a start but this next rule will take it one step further. **WRITE IT DOWN. By writing your goals and writing out your plan, it will help you visualize the future and it will raise your level of commitment.**

Did you know that only 5% of the population actually write down their goals and action plan? No wonder there are so few people who are living dissatisfied and far from their genetic potential.

Writing down your goals and plan is your road map to success and will set the ball in motion. The main reason I need you write down your goals and plan is that it creates a set of instructions for your subconscious mind to carry out. Your subconscious mind is an extremely powerful tool. It cannot decipher between right and wrong and it does not judge. Its primary function is to carry out its instructions.

Not only should you write down your goals and plan but you must write them down in complete detail. Again, the goal is to give your subconscious mind a detailed set of instructions to work on. The more information you feed it, the clearer the final outcome becomes.

In addition, write your goals and your plan **in present tense**. Do not write, “I will gain weight by next month.” Guess what? This causes your brain to switch over and favor your subconscious mind’s path of least resistance. I guarantee, month after month, you will still be saying, “I will gain weight by next month.” Instead, write, “This month I will gain weight no matter what.” I guarantee that this will be the month that you gain weight!

Don’t ask me the full psychology, but for some reason, having goals and a plan written down makes them more important. Writing it down is a critical step to making your goals and plan real. Putting it in writing breathes life into it making it an unstoppable force!

10. Not Keeping A Log Book.

Tracking your progress is mandatory. This is like professional sports teams competing without keeping score. Or like runners and swimmers working out without a stop-watch. How do you expect to get better? In my opinion, if you work out without a log book you really aren’t serious and should reconsider the reasons you work out. Feel free to continue working out - just do not expect significant gains.

Whether or not you buy a formal training log or simply buy a mini notebook, here is a list of things you should keep track of:

- Muscles Trained
- Exercises Used
- Weight Used
- Number of Sets
- Time to Complete Workout
- Time of Day
- Energy Levels

11. Using 'Bad Information.'

I did a search for the phrase, 'The truth and...' on a few popular bodybuilding sites and I found more than 12 pages of articles that began with, "The truth about abs," "The truth about supplements," "The truth about gaining mass," and the list went on and on.

It appears that the easiest way to become instantly credible on a topic is to name the title of the article, "The truth about what I would like to sell you!" Now don't get me wrong, I'm not discrediting the authors of these articles - in fact, I probably agree with a good percentage of what some of them teach. But it's interesting to see a variety of articles on the same topic that all begin with, "The truth about..." and both articles contradict each other! No wonder everyone is so confused and lost when it comes to finding good information. I believe that your level of success is completely related to the amount of information that you have on that particular topic. I assume you would agree or else you would not be reading my manual right now! So I applaud you for recognizing the benefit of seeking out information and solutions to your problems.

HERE ARE SOME TIPS THAT WILL PREVENT YOU FROM BEING CAUGHT IN THE MIDDLE OF WHAT I CALL - 'BAD INFORMATION.'

You've probably already been lied to, scammed or misled numerous times. YOU MUST LEARN TO DISCERN AND BECOME VERY WISE IF YOU WISH TO AVOID GETTING BURNED FOR USING 'BAD INFORMATION.'

Understanding the root cause of 'bad information' is the first step to help alert your truth radar. Realize that weight loss alone is a 30-billion dollar a year industry. With this kind of money at stake, there are thousands of hungry marketers out there who will tell you anything - and try to sell you anything - that will deepen their pockets. On top of that, if you do a Google search on fitness you will find 227,000,000 results! Search 'build muscle' and 7,930,000 results come up. And search weight loss and 66,550,000 results come up! This should instantly tell you that there is no shortage of information. The problem is that there is too much information flooding TV infomer-

cials, bookstore shelves, and dozens of magazines cluttering newsstands. **If all of this information was correct then why is 60% of the North American population still considered obese?**

And just because an industry professional such as a dietitian, research scientist, MD, Ph.D., or Certified Trainer has some fancy initials behind their name does not qualify them as an expert. So how do you discover if you are reading the truth, the whole truth and nothing but the truth? I had to question a lot of the information out there too. This leads me to my next point!

12. Not Harnessing Your Power of Intuition and Instinct.

This point applies to the above as well as your ability to make training decisions that no guru, expert, magazine, forum, best-selling book and not even I, can answer. If I told you that you have more answers than I do with regards to how to train, would you think I'm crazy?

Now don't lose me here. What I'm about to share with you is a **philosophy that will serve you the rest of your life and teach you to go against the social pressure of not thinking for yourself** - not to trust your instincts and intuition.

All through modern history, from the church, government and science, we have been told how to think. I am often asked by my private clients after they invest a few thousand dollars into a one-on-one service what I think about certain matters with regards to muscle building or fat loss. I usually ask in return, 'what do you think?' I have drawn some horrific and blank stares in return from my response. I have discovered that they have been taught not to think, rather to be told, and to bow down to the fancy letters behind my name that I was awarded through the approved educational courses.

I believe our early educational system has de-conditioned and reduced our ability to think for ourselves. This influence affects our training together as my clients appear unworthy of forming an opinion of their own because it may not be right. Are the only ones able to state their opinions those who start their sentence with, 'Well the research shows...', or have the fancy initials behind their name that 'prove' they must hold the keys to 'truth?'

One of my personal goals as a Fitness Trainer is to empower and teach my clients that they hold the answers to their training questions. **I'm simply here to use my 'scientific' knowledge, real-world experience and observation, and then take the client's individual information and marry the two situations.**

Some of the training principles I share are not documented in the latest university

studies because I believe that we do not need to wait for science to ‘prove’ anything before we can benefit from it. Science is simply a theory intended to provide objective analysis.

Objectivity is lost during experimentation when the research conclusions are influenced by the researcher. I’m not trying to devalue or reject science but rather to teach you to keep science in context and understand how it is misused to make certain claims and beliefs, especially when the companies are paying the researchers’ bills.

Intuition can be used interchangeably with the term ‘gut instinct.’ So how do you identify intuition? It’s simple - it’s when, ‘you feel it’s the right way to go!’ Remember that hesitation comes from your ego, fearing that you have made the wrong decision and what others will think.

IF YOU LOOK AT TRANSFORMING YOUR BODY AS MORE OF AN ART RATHER THAN A SCIENCE, YOU MUST LEARN TO MASTER YOUR GUT INSTINCTS.

If you believe it is more of a science rather than an art, you will have to find comfort in your academic textbook answers. If you see it as science, expect test tube results.

13. Not Deciding to Be Successful and Not Taking Responsibility.

I learned this philosophy from the Australian strength coach Ian King. It goes something like this:

“You are getting everything you deserve right now based on the person you are being and the decisions you have made. You will continue to get the same thing if you continue doing the same thing. You will not get a different result unless you become a different person by habit and action.”

This philosophy has seriously impacted me - everything you have in life is exactly what you deserve to have and everything you want to have.

POWERFUL!

Jim Rohn, one of the world’s greatest personal development coaches constantly preaches passionately on this topic and has this to say.

“You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have charge of. You don’t have charge of the constellations, but you do have charge of whether you read, develop new skills, and take new classes.”

Brad Sugars, an Australian entrepreneur and wealth/business coach, describes an

excellent picture of this philosophy of taking responsibility. It is a very clear and accurate portrayal of the difference between taking responsibility (described as playing above the line), and avoiding responsibility (playing below the line). Observe the words 'victim' correlating with playing below the line, and the words 'victor' correlating with playing above the line.

V I C T O R Y	Ownership Accountability Responsibility
V I C T I M	Blame Excuses Denial

Which line do you play in? It is much easier to play below the line, especially when our society reinforces this attitude.

One of my goals in writing this book is to help you focus on reaching your full potential with regards to your physical being (although these principles apply to your intellectual, relational and spiritual life too).

Do you think that the best way to fulfill your potential is by blaming someone else? Does this way of living allow you to reach your full potential? Never!

**THIS IS A GUARANTEED WAY OF ALLOWING SHORT TERM RELIEF
BUT THE DOWNSIDE IS THAT IT LEADS TO A
LONG TERM SPIRAL DOWNWARD OF
NEVER GAINING CONTROL OF YOUR LIFE
AND NOT TRULY REACHING YOUR POTENTIAL.**

So whatever body you are living in now - maybe it's too thin, too big, too soft, too flabby, not tight enough, not strong enough and so forth - you are responsible for transforming your body for the better, if that is truly what you desire.

14. Not Being Held Accountable.

The famous King David of the Bible speaks about this issue in Proverbs 27:17 (New Living Translation). **“As iron sharpens iron, a friend sharpens a friend.”**

This does not mean sharing your goals with the world but it does mean committing to a trusted friend - perhaps your training partner, your personal trainer, or a close friend of the same sex - what you plan on accomplishing, and allowing them to ask you the hard questions once a week. “Are you on track to your goals?” “Did you eat the 6 meals a day that you said you would?” “Did you perform your 5x of cardio at 7 A.M. like you planned?” “Did you buy water instead of Coke when you went shopping?”

GIVE YOUR ACCOUNTABILITY PARTNER PERMISSION TO BE HARD ON YOU.

I once had a training partner that had a hard time keeping a schedule so he agreed in writing that if he ever missed more than two training sessions with me each month, he would pay me \$500 cash!!!

Nobody wants to appear apathetic, uncommitted and half-hearted towards their goals.

This is why being accountable to a journal or a diary will not cut it. How will the piece of paper hold you accountable? **There is no consequence to your action. Hold yourself accountable to someone you admire, who will not be easy on you and someone you do not want to disappoint.**

This might sound extreme and against the norm of society but if you want to look like the rest of society then live how the rest of society but if you want to look like the rest of society then live how the rest of society lives, without accepting the consequences of their actions or keeping commitments.

As iron sharpens iron, a flame starts to burn, and as that flame burns it becomes so hot that the fire becomes an unstoppable force. Accountability is not designed as a guilt trip but as a tool to strengthen and reinforce your commitments to another human being. I promise you that you will gain inner strength and life from this activity and your commitments will burn hot and turn to hard, iron steel!

15. Ignorance

I believe that what you are about to read will live up to its promise - but before we move on to disproving some of the most common bodybuilding myths, let's ensure we sidestep the NUMBER ONE PITFALL and OBSTACLE that is stopping skinny guys from achieving their goals.

IGNORANCE - the complete misunderstanding of the principles of muscle growth.

And this is not completely your fault. Just spend a few hours on the Internet or flipping through the pages of a bodybuilding magazine and you will view an assembly of 10-50 workout routines in just one magazine. This leads the reader to believe there is no one way of training and variety is the key - however this is a misconception that can roadblock your success!

Think about it - your muscle has a specific personality and identity. A muscle is a muscle, it is not fat, it is not bone, it does not have feeling or emotions and it does not have a brain. Muscles CANNOT choose which stimulus they wish to respond to. Muscles will respond to a certain stimulus - without negotiation or bargain - no matter what condition.

In fact, I will be bold enough to say that muscle - in most circumstances - will grow even in the harshest of conditions based on some universal principles that we will dive into shortly. Building muscle and getting lean and ripped has been complicated by the commercialized fitness industry, nutrition industry and supplementation industry - all driven for the sake of the almighty dollar.

**With that in mind, it's time to
disprove some common
muscle-building myths.**

CHAPTER 2:

The Top 12 Muscle Building Myths

1. Nutrition Supplements Will Help You Gain Muscle

Assuming your training, nutrition, lifestyle, and sleep habits are operating on the optimal end of the spectrum, introducing supplements will make a 10% difference - at best - and this is being generous. Generally I would say they make a 1-2 % difference because they only work in synergy when your training, nutrition and lifestyle are dialed in - and for most guys taking supplements, this is not the case.

You will be more successful taking your fitness to the next level by mastering the training techniques, recovery techniques and nutrition habits that I share in this book. Pick up any bodybuilding magazine nearby and I promise you that the only thing those supplement advertisements will deliver is a lighter wallet.

POWDERS ARE NOTHING MORE THAN CRUSHED UP FOOD AND ARE LOADED WITH ARTIFICIAL FLAVORING, PRESERVATIVES, AND LOTS OF CHEMICALS.

Shakes are certainly convenient and may assist you in reaching your goal calories but do not kid yourself into believing that they will have the same anabolic effect as food - **don't let any supplement ad convince you otherwise!**

Dumping chemicals, artificial colors, flavoring, sugars, sweeteners, and preservatives into your body basically turns your insides into a toxic waste dump! And did you know that this toxic waste loves to attach itself to your fat stores, **making it even harder to get rid of body fat?** You can imagine how much harder it will be to build massive muscle in a toxic environment. What goes in must come out!

PUT GARBAGE IN AND GARBAGE WILL COME OUT IN THE FORM OF DECREASED ENERGY, SLOW RECOVERY, POOR APPETITE, POOR SLEEP, AND POOR ATTITUDE - ALL ELEMENTS CRITICAL FOR MUSCLE BUILDING.

When was the last time an athlete won, or a medal was won, or a team won on pills, powders and shakes? **Never!** Nutritional supplements - not even food - will stimulate muscle growth. But exercise does.

2. You Need to Alternate Between Low Intensity Phases and High Intensity Phases

The fact is that your muscles will only get bigger and stronger as a result of applying the most fundamental muscle building principle in this book - **progressive overload**. Low intensity training contradicts the most fundamental training principles required for building muscle.

PROGRESSIVE OVERLOAD REFERS TO GRADUALLY AND CONSISTENTLY INCREASING THE DEMANDS ON THE MUSCULOSKELETAL SYSTEM IN ORDER TO CONTINUALLY MAKE GAINS IN MUSCLE SIZE, STRENGTH, ENDURANCE AND FLEXIBILITY.

In simple terms - you must subject your muscles to an unaccustomed stress. When a muscle is subjected to a degree of unaccustomed stress and effort, (to the point of avoiding injury) muscle adapts to the added stress by growing larger.

A simple principle by definition, but the term has been abused, taken out of context and very poorly executed. Remember that your muscles will only enlarge **IF** you give them **SUFFICIENT REASON TO**.

Many magazines say that progressive overload is as simple as doing more sets, more reps and more weight. This is **PARTLY** true. Misapplying this concept is where most people completely screw up the cornerstone of muscle building. If doing more sets was the answer, then high volume workouts, found in bodybuilding magazines, would be the key, and you would probably already be massive and ripped.

Doing more reps is definitely not the answer, because every lady who lifted their pink colored weights with high reps would be muscular. And simply lifting more weight is not the answer because I know guys who can lift a lot of weight a few times and they are not the biggest guys. We will discuss this in greater detail later.

HOW WILL YOUR MUSCLES GROW IF YOU REDUCE THE OVERLOAD FOR A LOW INTENSITY PHASE?

No new muscle can be built because there is no overload.

When you train light you are wasting your time and your body's resources that could be used to restore and recuperate your body, which will accelerate your recovery and opportunity to overload again.

Intensity is the least forgiving of the three main training variables -

Intensity, Duration and Frequency.

This means that if intensity is decreased for a period of time, strength and muscle mass gains will deteriorate very rapidly. Decreasing the frequency and duration (more often has a positive response) have the smallest negative impact to your muscle gains, compared to the disastrous consequence of dropping your intensity.

IF YOU ARE GOING TO REST THEN REST; IF YOU'RE GOING TO TRAIN HARD THEN TRAIN HARD.

3. If You are Not Getting Bigger Blame it on Your Genetics

Too bad the advice of 'choose your parents wisely' is out of your power! **The bottom line is that bad genetics is an excuse for the lazy.** It's an easy way out and it's a very convenient cop-out especially when there is no one around to prove that it's true. How sure can we be when the guy who cries 'bad genetics' is training his calves every few weeks as an afterthought and eats like "crap" when no one is around? Perhaps he was born with 50% less muscle fiber than the rest of us, but most likely it is because he has not learned the basics of muscle growth.

Rarely are genetics the problem - most of the time the problem is YOU! However, if you truly are genetically cursed, you will ALWAYS have to work a little harder to keep up to par but I believe you will be quite surprised with the results you attain using my program.

I would like to make this very clear though Skinny Guy! There is no excuse, I repeat - NO EXCUSE to throw in the towel and give up if you have muscle unfriendly genes.

BY TRAINING SMARTER, YOU CAN OVERCOME MOST OBSTACLES AND CONCEAL YOUR SHORTCOMINGS.

Remember, if a skinny long distance runner, like myself, who made his genes even more 'slow twitch' dominant by running 80-120 km a week for over 10 years than there is no excuse why you can't build at least 30-50 more pounds of muscle than you have now.

4. Take Steroids if You Have Not Made Gains After a Few Years

Again, the cornerstone of muscle growth is **progressive intensity**. Long story short - you must give your muscles a reason to grow. If you do not then they will simply

laugh at you and go back to sleep. Most trainees have heard this message but fail to add the second part of the equation - **recovery**. Your muscle gains are 100% responsible for overloading them with more weight and reps, but as intensity increases over the years so does your need for more rest.

Taking drugs will cure this problem because you will be able to train more often and recover quicker - but WHY? Would you rather not just take more rest days to ensure recovery?

Yes, taking drugs such as steroids, growth hormones, and thyroid drugs will help you get that superhuman and ripped physique but at the expense of health risks like **cancer, infertility, heart disease and degenerative diseases (not to mention horrible skin, pimples, acne, impotence, hair loss and raisin nuts)**! The reality is that steroids increase your hormone production above normal levels, they allow you to be sloppy with your recovery, they allow you to be sloppy with your diet and they allow you to train carelessly and still make significant gains.

I do not mean to moralize but you have two ways to look at it when deciding where you will stand: **There is a 100% chance that as soon as any one of your friends discover (and they will) that you have been using the juice then all your hard effort will no longer count for anything.**

Your friends and peers will automatically discredit all your gains because they will contribute it to the juice. Are you prepared for this consequence? Just think about it. Every time you see someone who is very big and muscular, you probably think to yourself, 'I wonder if he is natural.' **If he is, you are truly impressed, motivated and inspired.** If he is not, than you brush him away with your hand and give him no credit at all for his physique. Do you want guys to discredit your gains for giving into curiosity?

Alternatively, you can go through your entire life and always be curious about the gains you could have made with steroids but you can take pride in saying that every ounce of muscle you own was done naturally through your own true commitment, hard work, smart training and nutrition program - **not from straying to the dark side** . After a year or two of training, the intensity required to overload becomes much greater than the intensity required in the first few months of weight lifting.

MOST GUYS ARE NOT CAPABLE OF DUPLICATING THE INTENSITY REQUIRED TO OVERLOAD THE MUSCLE NATURALLY.

I believe this is because trainees do not take enough time between their workouts to actually create **NEW muscle** that will allow a future opportunity for overload. More advanced individuals must not necessarily work out harder, but they must work out smarter.

Progress occurs during recovery, or between workouts. **If the body has not fully recovered and you return to the gym not fully recovered then it is literally impossible to overload your muscles again.** Over-training is probably the most **common mistake** of weight trainees of any level and becomes even more critical after a few years of training when results can slow. I will teach you how to FULLY recover to ensure you can continue overloading, which will reduce the curiosity of sticking a needle where the sun don't shine!

5. "I'm Training To Sculpt, Tone, Shape And Define"

This one cracks me up, and again, I wish it was as easy as painting a picture. Who ever thought it was possible **TO SHAPE, DEFINE OR SCULPT A MUSCLE?** I don't remember any chapters on this in anatomy class. Your muscles have an origin and insertion point, influenced by your genetics, and these factors will determine how a muscle is shaped.

TONED AND DEFINED MUSCLES ARE SIMPLY A REFLECTION OF THE AMOUNT OF BODY FAT SURROUNDING THE MUSCLE.

There is no such thing as toning a fat arm. You either get rid of the fat and make it more defined or you build muscle and make it bigger. Your body can only do one of four things - **gain or lose fat and gain or lose muscle**. This is important to clarify before you set your goals.

Larry Scott, for whom 'BICEPS PEAKING' was named, didn't have much of a peak but had tremendous biceps (that's where the Scott curl bar came from too). The shape of your muscle is determined by your genetic makeup. When you work a muscle, any muscle, it operates on the 'all-or-nothing' principle, meaning that each muscle fiber recruited to do a lift - along the entire length of that muscle - is contracted fully.

Do you think your biceps say, 'hey, we are doing concentration curls so we better start growing more fibers here in the middle of the bicep because this is a peaking exercise!' Of course not. This is true of any muscle.

6. High Reps Equal Getting Cut And Low Reps Equal Mass

Your muscles do not have multiple personality traits - they are either growing, shrinking or staying the same. **If you want your muscle to grow then expose it to progressive overload.** Gradually force your muscles to do more work - the intensity overload must exceed and out perform your last workout's performance.

If you are content with the size of your muscles right now this is easy - just keep doing what you are doing. And to make the muscle smaller - this is even easier - just avoid it and do not train it.

You can not program certain exercises to get a muscle ‘cut’ or make a muscle huge - this theory holds no water. **Muscle cuts are a reflection of two features on the body: pure muscle size and the low levels of body fat** (in the single digits). So, if you want to build massive muscles get ready to apply the fundamental principle of progressive overload. **And if you wish to get cut and ripped be prepared to drop your body fat levels into the single digits.**

Next time you hear someone say, “I just lift light weights to get toned,” ask them if it’s working and point them in the direction of the cardio room as a better option.

LIGHT WEIGHTS DO NOT BUILD MUSCLE - PERIOD. THEY WILL BURN CALORIES AND THAT’S ALL.

You’re better off maximizing your time by running or cycling. And if you see someone with the goal to get bigger and they are a cardio junkie - grab their hand, while they are kicking and screaming, and lead them to the heavy weights department. **Now you know that lowering your body fat is for cutting and heavy weights are for building mass.**

7. Yesterday Was Chest Day, Today Is Leg Day And Tomorrow Is Arm Day

Splitting up a routine is presented like gospel, and in my lifetime never questioned as the way to structure a muscle building routine. And sure, splitting up a routine is fine and has some benefits **BUT it is also the fastest way to over-train and burn out.**

Remember that you do not get stronger in the gym - you get stronger and bigger when you go home, rest, sleep, eat and are FULLY recovered. To SUPER COMPENSATE from your previous workout your muscles are not the only things that must experience a full recovery.

DO NOT NEGLECT THE FACT THAT YOU ARE TAXING AND DEPLETING YOUR CENTRAL NERVOUS SYSTEM, HORMONAL SYSTEM, AND IMMUNE SYSTEM - SYSTEMS THAT IN FACT TAKE LONGER THAN YOUR MUSCLES DO TO RECOVER.

Just because your muscles say, “Okay we feel fine, let’s train again,” you still must experience FULL recovery prior to attempting to stimulate your muscles again for more muscle growth.

Many scientific studies demonstrate one set is almost as effective as multiple sets, if not just as effective in strength and muscle hypertrophy. A few maverick fitness au-

thorities and professional bodybuilders have advocated high intense, very low volume training.

Author Jones, the founder of **Nautilus** and **MedX** weight training equipment, was one of the early pioneers of single set training. In the 1980s, Casey Viator, the youngest Mr. America and Mr. Olympia contestant, and Mike Mentzer, Mr. Universe and Mr. Olympia contestant, promoted the high intense, low volume training. More recently, Dorian Yates, several time Mr. Olympia, reportedly performed only a warm-up set and one or occasionally two workout sets throughout his off-season training.

HIGHER DURATION AND MORE FREQUENT SESSIONS ARE CRITICAL IF YOUR GOALS ARE MUSCULAR ENDURANCE, FAT LOSS AND CARDIOVASCULAR TRAINING.

Duration, frequency and intensity are all inversely related, which means that if duration is long then intensity will be low. If frequency is regular then intensity will also be lower.

As you can see, multiple sets workouts (more than 3-6 sets per muscle total) and frequent training sessions (training two days in a row for a hard gainer is suicidal) contradict the most critical variable of muscle building - intensity! Ironically, bodybuilding magazines create these ridiculously long and arduous sessions, which make hard training impossible.

8. You Need to ‘Shock’ Your Muscles and Keep Them Guessing

This has got to be one of the dumbest and most unintelligent statements ever made (no hard feelings because I used to think like this too). Interestingly, the people who used to give me this advice must have been shocking or tricking their muscles the wrong way because they had no muscle mass on their bodies to back up that statement! Believe this and you will never see any muscular gains to your body.

If you think about this myth long enough you might start to laugh. Do you think you can really change your exercises and training routine to surprise your body and get a different reaction out of them?

Your muscles do not have outside eyes that reward you with new muscle growth if you confuse them. Your muscles understand MOVEMENT and that’s all - push, pull, curl, extend, contract or release - that’s it. You can be lifting bags of sand or dead lifting 400 pounds and the action on your back is the same - your knees bend and your trunk flexes. So where is the shock? Why would your back muscles say, “Holy Macaroni Batman, you’re lifting with an Olympic bar and not sand bags anymore?” Better pack on some muscle.

Or maybe you can switch up the order of your routine by hitting a weak body part twice in the week. If you only train your arms once in the week and then strategically throw arms in twice then they will be confused and shocked into growing. Please! Your muscles operate on laws of science, not on laws of trickery.

Forget trying to 'shock', 'confuse', 'trick' and 'keep the muscle guessing' nonsense. The only thing that will be shocked and confused is the person messing around with the exercises with no clue why their body has not changed in a month since they started this 'keep the body guessing' program.

Remember your muscles are not shocked by change in exercise. They are designed to tolerate it.

9. For The Best Results You Must Train To Failure

Training to **'failure'** has probably received more writing, misapplication, misunderstanding, and improper logic resulting in too much wasted effort. Going to failure- going to the point in a set where you are physically incapable of going just one more rep, hence you 'fail' - is preached as the most promised rule to make continual muscle gains.

Interestingly, there is **no activity outside the gym that demonstrates this 'going to failure' principle is critical**, as bodybuilders have employed and made it to be magical.

Growing up as a long distance runner I often stood by and watched the sprinters compete - who astonished me with their tremendous quadriceps and hamstring muscles. Yet I never remember watching the sprinter on my track team train until failure nor do I recall them ever sprinting through the finish line and collapsing. I never saw these sprinters train to failure. **Yet they demonstrated a greater amount of muscular work in less time each time they practiced and raced.**

I will never forget the phenomenal muscularity of the construction workers I used to work with when I laid bricks and framed houses. Yet I never recall them carrying timber around the yard until they could not pick up one more piece. Nor do I remember the bricklayers moving the bricks around until they could not pick up one more. Both of these groups had incredible muscularity and were able to stimulate muscle growth without going to failure. So why do so many command that 'failure' is an absolute law for stimulating muscle growth when all the evidence shows otherwise?

Improving your body's sensitivity to the cold does not require you to go outside in the middle of winter with no clothes up to the point before passing out. If you want to improve your tan it isn't necessary to subject your skin to the sun prior to the moment of blistering. If you want to improve your ability to hold your breath under water, you

don't need to go to the point prior to losing consciousness. Since your body's primary function in life is to survive it will adapt only to the point where your body has sufficient defense to whatever element it is exposed.

Similarly, when lifting weights your body will adapt to the intensity you have exposed it to over time while maintaining your recovery resources. As you can see, muscle growth stimulation operates on the same principle and does not require exposure to your muscles' absolute limits. This is considered overkill!

I BELIEVE THE BIGGEST PROBLEM IS THAT TRAINEES ARE LEAD TO BELIEVE THAT INTENSITY EQUALS FAILURE.

Popular bodybuilding literature says to get an intense workout you must train to failure. **Intensity does not equal failure!** Let's review one of the most indispensable elements of muscle building. HEAVEY WEIGHTS FOR HIGH REPS! You have to lift heavy weights for high reps in order to build bigger muscles. This concept will be explained later.

Why? Your muscles are designed to respond and to adapt to stress. Force them to do extra work and they adapt by getting bigger. How do you force you muscles to do extra work?

By lifting weights that are heavier than your previous threshold for a longer duration (high reps). Stated another way, **you must work at a higher intensity**. Note this definition never said anything about lifting until absolute failure where you leave the gym crippled. Muscles get bigger and stronger as an adaptation to increased demands placed on them. Your brain will only send signals to grow more muscle if there is sufficient reason to. The reason must be that your body needs more muscle in order to tolerate all the hard work it is doing.

Once your muscles perform more work than your previous workout your mission is accomplished. You have achieved progressive overload and it is time to move on to the next muscle group. There is absolutely no rational for continuing a Nazi torture session for another 45 minutes on the same muscle after it has already surpassed its previous work threshold. This is considered overkill and leads to wasted energy that could be utilized growing muscle and results in a delayed recovery.

You will learn shortly that training to failure within a set is completely acceptable and nothing shy of this will promote muscle growth.

10. Train Instinctively and “Listen To Your Body”

Do professional athletes and teams practice instinctively? Do competitive long distance athletes train without their stopwatch? Do swimmers work out without measuring the distance and time of each interval? Of course not. So why would someone trying to build muscle favor an ineffective and unproven tool that can lead you astray? Building muscle is based on improving the intensity of the workout progressively in each session. So why complicate things by following this ‘inner compass’ that has no idea of the difference between 9 reps with 225 lbs in 30 seconds and 13 reps with 185 lbs in 45 seconds?

Aside from listening to your body and hearing your mind say stop, can you really decipher which was more intense? In this manual I will give you tools of reason to gage your progress - not poorly defined instincts!

11. Searching For the Perfect Workout

I agree that **there are perfect principles but not perfect workouts**. The perfect workout usually follows the latest trends, changes every few months, involves some miracle pill on the pages of hyped-up magazines and web sites. How could the program POSSIBLY be perfect if it is not individually customized?

THE PROBLEM WITH THE PERFECT WORKOUT IS THAT IT IS WRITTEN BY AN AUTHOR IN THE ABSENCE OF YOUR ABILITIES, TRAINING AGE, GENETICS, AND GOALS. YOUR ARE BETTER OFF LOOKING FOR THE PERFECT PRINCIPLES THAT WILL ENSURE MUSCLE GROWTH.

Also, any workout is like the food in your cupboards. What do you do when it expires? You throw it out - it is no longer useful and has no more purpose. Every training workout has a lifespan to it and will expire as well.

The training principles I will share in this book’s program can be applied for the rest of your life. However, I would be lying to you if I told you that my program did not have an expiry date. You will not fully exploit the potential of my program in a period of less than six months. Don’t worry, you have a ways to go before that point so keep reading!

Stop looking for the perfect workout as if it’s locked up somewhere in a secret vault. There is no program or author of a program that knows more about your body and personal circumstances better than **you do**. Your body is a brilliant organism and will adapt to anything you force on it. This means that the initial stimulus of any perfect program will wear off because your body will accommodate to it.

TO PREVENT PLATEAUS, YOU MUST LEARN HOW TO CYCLE A FEW OF THE MOST FUNDAMENTAL MUSCLE BUILDING PRINCIPLES DISCUSSED SHORTLY.

12. Getting A Pump Is Necessary For Muscular Size

The muscle pump is described as when you put your muscles under an extended period of constant tension. As your muscles stretch and contract they become gorged with blood, making them feel tighter and fuller.

Getting a muscle pump is not necessarily what causes the muscle to grow - doing 100 reps with a light rep will create a huge pump, but will this make your muscle grow? Of course not! Distance runners get a pump in their legs when they sprint uphill. Do they get big muscles? Heck no!

The main problem with training for the pump is that it leads to muscular fatigue and not muscular overload. Muscular fatigue is when you lift moderate weights for higher reps and you can not complete the set because of the burning sensation caused from the lactic acid buildup which results from a lack of oxygen to the muscle. You complete the set far from muscular overload. You must discontinue the set because your muscles are simply on fire and burning - not because your muscles failed you because of strength. Lactic acid, waste products, and no oxygen are great if you want to lose body fat, do a cutting phase or run a marathon, but they will limit the size you put on your frame.

Now if you are lifting extremely heavy weights and achieving a pump then this is a very good sign that you are making the muscle fibers work enough. I would only use the pump as an indicator to reveal how well you are 'targeting' the working muscle.

CHAPTER 3:

How To Build Muscle

If you just arrived today from planet Mars and were not exposed to any of the above mythology, you would instantly have an unfair advantage over the rest of the skinny guys trying to build a body they deserve and can be proud of - a body that turn heads and captures attention everywhere.

If you are still struggling with some of the above myths I do not expect you to let go of your own way of thinking and crash your inner hard drive immediately. However, each day you need to delete corrupt files that you have allowed to influence your way of thinking and replace them with new fresh files that will make your system perform more efficiently and powerfully!

To emphasize again, as you read through this course you must trust me - **completely let go and abandon any preconceived ideas you may have. Filter out all the tips and secrets and techniques that did not get you anywhere.** No matter how popular a certain concept is, it might not be for you. Don't be surprised if you come across some content that causes you to drop your jaw or surprises you - I will explain the why to everything. Follow it as if you are really from another planet and have never read any popular bodybuilding literature before.

What you are going to learn in this e-book is absent from the majority of bodybuilding and fitness magazines, gym conversations, and personal training certifications. I realize it will take courage and faith to go against what everyone else is doing. But REAL learning is DOING - not just talking or reading about it. **You will not really LEARN this system until you have actually DONE IT.**

Most training programs you have followed only work temporary or for short periods of time. Some authors will tell you three exercises per muscle group, some will say 6 sets of 6, and some will say 4 sets of 8. Some say short rest, some say long rest, some say train every 3 days, some say 5 days.

So which is it? The method I will teach you is the **most powerful way to build muscle naturally** and has been shown to work indefinitely until you reach your true genetic potential and disposition for size! I will put to rest all the confusion and explain the simplest yet most powerful system to insane muscle gain!

You must earn muscle! It is not something given to you freely. In fact, your body does not even want to keep muscle on your body - it is metabolically very costly. Your muscle is lazy and would prefer to sleep all day - not grow. You are fighting against your body's will to build muscle. Don't ever forget that this is your goal not your

body's goal. If you truly want to add inches to your frame then you must overcome your body's resistance and stubborn attitude to building muscle. Get this through your head - you must give your muscles a reason to grow.

Why? Because your body is designed to adapt to stress. Walk into the cold and you will begin to shiver to keep warm. Walk into a hot room and your body will sweat to keep you cool. Walk into the sun and your skin will darken to protect you from the sunlight. And to make this practical, force your muscles to do 'more work' and they will be forced to get bigger.

HOW DO YOU FORCE YOUR MUSCLES TO DO MORE WORK?

NO-NONSENSE GROWTH PRINCIPLE #1: **THE STRESS MUST BE SPECIFIC**

This is one of the foundational principles of muscle growth. Basically, if you wish to reach your training objectives you must **train specific to your goals**. The word 'specific' rules out the importance of many erroneous training principles in magazines such as drop sets, super sets, pre-exhaust sets, instinctive training, descending sets and more. If you want to become a really good runner - run. If you want to become a really good swimmer - swim. If you want to become really good at super sets and drop sets - do super sets and drop sets. But realize these training principles are not based on forcing your muscle to do more work, which is the only way to force more muscle growth. **These techniques will make you fail because of fatigue, not strength.**

Hard to believe but think about it yourself. The principle of specificity is based on Newton's law of physics - cause and effect. Applied in bodybuilding this means that for every action there is a reaction, so if you apply a specific stress (the cause) there should be a specific adaptation (the effect).

NO-NONSENSE GROWTH PRINCIPLE #2: **THE STRESS MUST BE ABOVE YOUR THRESHOLD**

The stress must be heavy enough to exceed the normal threshold of the muscles. You see, training with weights at your 60-80% 1 Rep Max (RM) will not stimulate new muscle growth.

In other words, if you simply want to have the ability to lift weights to failure using 60-80% of your one rep max then keep doing this because your muscles will accommodate this specific stress. Your muscles will not grow larger than they have to accommodate for that specific stress.

Don't get me wrong - your body will adapt muscularly, neurologically, and structurally to this specific stress - but it will stop and end here. Even if you are increasing reps and sets, the muscle might grow minimally but there will be NO sufficient reason for your muscle to grow further because you are still within your natural threshold. So if you want to gain 2-5 pounds of muscle a year - keep following conventional training programs that emphasize higher volumes of training, because they are not made for extraordinary gains.

NO-NONSENSE GROWTH PRINCIPLE #3: ***THE STRESS MUST BE WITH HEAVY WEIGHTS***

Remember that your muscles do not want to work any harder than they have to. Think of your muscles as being lazy - they always want to sleep. They will only wake up in an extreme emergency and if it disrupts their sleep. Your muscles do not want to work any harder than have to and will only use the necessary amount of muscle fibers responsible to get the job done. If this means the inactive muscle fibers make no effort or contribution to the lift - so be it. They would rather sleep anyway and not have to go to work and grow.

From this we discover that we must do exercises that are extremely demanding (yet avoiding injury) and involve the totality of the muscle. So how do we recruit and use every single muscle fiber without our own MRI machine? You lift really HEAVY WEIGHTS!

Heavy weights call on every fiber of muscle that you have - by using all your muscle's capacity. Forget those wimpy isolation exercises that target only part of the muscle.

NO-NONSENSE GROWTH PRINCIPLE #4: ***THE STRESS MUST BE WITH HIGH REPS***

This is the second part of the equation.

Simply lifting heavy weights close to your one rep max will not do the trick. Ask yourself - will your muscles be forced to grow more by doing 2-3 reps of a heavy weight or 8-9 reps with the same heavy weight? That's right, the additional reps will force your muscle tissue to adapt that much more than with just low reps.

Over the years I have watched so many guys in the gym load up 9-10 plates a side on leg press or dead lift 2-5 plates a side and they did not look any bigger than any other guys in the gym. These guys appeared to be as strong as oxen, but had nothing to visually show for it.

You see - these guys were only lifting for 2-3 reps. I bet you even know a lot of friends who are super strong but their muscularity does not match up.

Why is this? This is the main reason many get stronger and stronger but look the same as when they joined the gym two years ago. Their weights go up but their muscle size does not. The central nervous system (or neural system) is what instructs your muscles. When you are lifting a weight, your nervous system will send the 'signal' to curl, push, pull, extend or stretch. **So the signal is sent from the nervous system - or command center - to the muscles.**

THEREFORE, THE MORE POWERFUL AND EFFICIENT THE 'SIGNALS,' THE MORE POWERFUL AND EFFICIENT THE RESPONSE FROM THE MUSCLES.

When you first start working out (or doing any new activity for that matter), think of your nervous system on SLOW SPEED INTERNET! If you use a modem or dial-up-connection the signals can be slow and involve multiple tries. You see, slow speed Internet sends very weak signals to your computer and can be an ineffective way of working.

On the flip side, when working with high-speed cable, broadband or DSL Internet, the connection is very quick and almost instantaneous. The signals sent are very strong and if you are trying to download something it happens in a matter of seconds. The signals from your brain to your muscles operate on the same concepts. The stronger these signals, the more force, speed and recruitment occurs in the muscles allowing you to lift more weight. Therefore, in alignment with the rule of specificity, your nervous system will certainly get better...but this adaptation has nothing to do with building bigger muscles.

This is why you see Olympic lifters who can lift 500-600 pounds in different power lifting events but do not have anywhere near the same muscle size as a bodybuilder.

NO-NONSENSE GROWTH PRINCIPLE #5: THE STRESS MUST BE PROGRESSIVE OVERLOAD

This is basically saying the stress must be above your threshold, but because it is the cornerstone of No-Nonsense Muscle Building let's review it again.

You have probably read a lot about lifting with slow-speed, quality repetitions (which usually happen to be light weights - go figure) instead of lifting heavy weights for muscle mass.

Let me tell you straight out - lifting slow speed light weight for high reps is good for burning calories and that's it. **Quality light repetitions will do nothing for gaining muscle mass** - there is no overload, there is no intensity, there is no unaccustomed stimulus and there is minimal muscle fiber recruitment. **To get the muscle to grow you must subject it to unaccustomed stress.** When your muscles are subjected to a sufficient degree of unusual discomfort and stress (not to the point of

injury), your muscles will respond by getting larger to adapt and cope with the added stress.

**HIGH VOLUME WORKOUTS WITH MULTIPLE SETS AND
MULTIPLE EXERCISES WILL ONLY ALLOW YOU
TO WORK OUT AT A MODERATE INTENSITY AND MODERATE WEIGHT.**

Training in these ranges only causes your muscles to laugh at you and go back to sleep because there is no damn good reason they need to grow. If this was enough to build muscle you would see old ladies with huge muscles from all the groceries they carry around!

While there is much research to say heavy weights and low reps is the only thing necessary for muscle growth - there is much more research and real-world results to prove that maximum muscle building occurs when heavy weights and high repetitions are used.

Furthermore, the set must be taken to absolute muscular failure - nothing shy of this is acceptable. You will note that I mentioned in Myth #9 that going to failure is not critical.

Realize that I am referring to overall total body failure - staying in the gym for a reckless amount of time for the sake of hammering your body. This approach is wrong. Training to muscular failure within a set is correct.

Interestingly, this is when you see the light and discover why you may have not been making significant gains using conventional training programs. Here is the contradiction - the author of a conventional muscle-building program tells you that you must train hard, and then prescribes a program that makes hard training impossible!

Working out with a conventional program is not severe enough to threaten the survival of the muscles and body. The conventional routine overload is too low and the stress is not progressive. **This is why fitness magazine routines will always fail - the level of overload required contradicts the volume prescribed and the intensity is not reoccurring.**

You see, your muscles operate out of 'survival.' Your body is set up with a regulatory and sensory system that is a part of your body's defense mechanism for survival. Your muscles will only signal the need for more muscle if they are scared or frightened into preventing a previous nightmare (your previous training session). When you progressively overload your muscles they will be frightened of experiencing the same trauma and scared into growing so they do not have to face the same nightmare again! Your muscle would prefer to sleep peacefully (homeostasis) all day long and not have to wake up and grow.

NO-NONSENSE GROWTH PRINCIPLE #6: **THE STRESS MUST BE INTENSE**

Let's first define what intensity is NOT:

Intensity has nothing to do with duration. You might hear, "Man, I just worked out for 2 hours and that was intense." No it wasn't - it was just long and dumb.

Intensity has nothing to do with frequency. You might hear, "Man, I just trained 5 days straight, it was super intense." No it wasn't - it was just overkill and dumb!

The problem with the term 'intensity' is that it is a subjective term and many fail to view its limitations. You have probably seen workout ads claiming to be the 'most killer routine ever,' or 'the most intense system ever', or the 'best system ever.' Now ask yourself, "measured how?" By what standard of measure proves that Workout A is more intense than Workout B?

I have to give credit to Arthur Jones and Mike Mentzer who first gave some real clarity to the term intensity - yet their definition is very vague and can create a downward spiral if not fully understood. Basically, they say you must exert **"100% of momentary effort."** This is a good start. However, if you exert 100% effort on a day that you are coming down with the flu, just partied the night before, are coming off a night shift, or dealing with some personal life-related stress your 100% effort will not trigger any new muscle growth because it was still below your last workout's 100% effort (or threshold). So the Jones/Mentzer definition of intensity is subjective, not objective.

CONTINUAL MUSCLE GAINS OBJECTIVE DEFINITIONS; IT NEEDS NUMBERS AND CALCULATIONS - NOT FEELING.

NO-NONSENSE GROWTH PRINCIPLE #7: **YOU MUST RECOVER FROM THE STRESS**

When was the last time you saw a full-page advertisement on 'Recovery?' Why is this topic rarely talked about, so poorly understood and ineffectively applied? Probably because there is no money to be made on the concept of sit on your ass and do nothing. Seriously, how much money can be made in a DVD series, seminar, e-book or fitness magazine that promotes 'doing nothing' and still offers results?

To make consistent muscle gains you need a better way to measure the intensity of each exercise. You need a better way to ensure progressive overload and a better way to prevent overtraining. Read on - we are getting there.

THIS IS PROBABLY THE TOUGHEST CONCEPT TO PROGRAM INTO YOUR BRAIN. BUT THE TRUTH IS THAT STAYING OUT OF THE GYM AND RECOVERING WILL PUT FAR MORE MUSCLE ON YOU THAN ANY AMOUNT OF MONEY SPENT ON SUPPLEMENTS AND A 'TRAINING LIKE THE PROS' WAY OF THINKING.

I'm guessing (since you bought this book) that your goal is to build NEW muscle - muscle that is not on your body right now. **NEW muscle has to grow.** First, you have to give your body **a reason to build new muscle** (progressive overload). Second, you have to give it **time to build new muscle.**

If camping out at the gym until you gained 2 pounds worked then you would not need to RECOVER! But you don't grow muscle in the gym - you create the POTENTIAL for growth assuming you recover - IF you eat and sleep optimally the next few days.

These are the times that muscle growth actually occurs.

As we have discussed, the way to get your muscle (body???) to grow new muscle is to make it **NEED more muscle by training at a level of intensity above your previous threshold** - you must surpass your previous limits. Compare a grueling training session to getting run over by a truck - your body is broken down and your energy resources are depleted.

Your training sessions must induce trauma and make your body extremely vulnerable because of the damage you have evoked. So, your PRIMARY focus after an exhausting and damaging, muscle-stimulating workout is for your entire body (not just your muscles) to **FULLY recover.** In the process you will grow NEW muscle that will prepare you for the next act of brutality on your muscles!

However, if you returned to the gym and repeated the identical workout again - it would not be as taxing and we know that this would not create the POTENTIAL to stimulate NEW muscle again.

So this explains how we will be able to lift more and more weight each workout! The process is almost AUTOMATIC if we fully recover. If you are not fully recovered by the time you head back to the gym don't be surprised that you will have no new muscle to work with which means not being able to apply the progressive overload principle. To conclude, when you are training at the limits of your muscular capacity, recovery is the missing link and any miscalculation will cause an immediate plateau or even muscle loss.

NO-NONSENSE GROWTH PRINCIPLE #8: ***THE STRESS MUST BE SHORT AND INFREQUENT***

There is an inverse relationship between volume and intensity. This means that if the volume (number of sets) is high then the intensity is low and the higher the intensity of the workout the shorter the duration. It is a universal law that states you can not train hard and long simultaneously.

Ironically, this is what every bodybuilding and fitness magazine preaches. This is probably another one of the greatest bodybuilding misconceptions that causes people to fail. It started in the 1970's when professional bodybuilders started spending hours in the gym 6-7 days a week. This kind of training for a natural trainee is suicide. You have literally created your own grave. This program will not help you build an ounce of muscle and in fact will cause your body to store more fat to handle the abuse. Again I repeat - **TRAINING TOO OFTEN WILL SABOTAGE YOUR SUCCESS.**

It is like turning your hard earned muscle over to a school of piranhas for lunch! Since science has not determined our recovery code this is a very individualized process but the principles are the same. You must not commence your next workout until you are FULLY recovered. Not just your muscles but your entire system. Even split routines (like upper body on Monday and lower body on Wednesday) are unproductive because they neglect central nervous system, immune and hormonal fatigue created on the body, and both muscle groups use the same energy reserve.

Please re-read the above few paragraphs a number of times. It is absolutely imperative that you understand and are prepared to execute this particular concept. We have all been brainwashed into thinking that we must do 3-4 exercises per muscle group and three to four sets per exercise piling on over 20 sets per muscle, which is absolutely lubricious and downright silly (don't worry I have been there too).

The Two Elements Of Training : Neuromuscular and Metabolic Training

Neuromuscular training is based primarily, but not exclusively, on the work of the nerves and muscles. **Metabolic training** is based primarily, but not exclusively, on the supply of energy to the muscles.

THE AIM OF TRAINING IS TO INCREASE THE AMOUNT OF PHYSICAL WORK

Physical work can be divided into neuromuscular and metabolic work, or you can sim-

ply refer neuromuscular work to strength and metabolic work to endurance/capacity.

Both physical qualities can be trained connectedly in the same workout (doing heavy training and endurance training during the same workout) or else on opposite end of the spectrum (isolating one quality per training phase).

Here is small chart to distinguish the characteristics between neural and metabolic training:

	Metabolic Training aka Giant Sets	Neuromuscular Training aka Crash Sets
Reps	10-30	1-5
Sets	10-25	5-15
Rest	30-60 sec	90-120+ sec
Weight	60-80% Max	90-100% Max
Exercise Selection	Isolated, Body weight, Compound	Compound
Speed of Movement	Slower Controlled	Faster, Explosive
Time Under Tension	40 - 70 seconds	1 - 40 seconds
Length Of Workout	30-45 minutes	45-60 minutes
Muscle Fibers Used	Slow-Twitch and Fast Twitch	Fast-Twitch
Layman's Description	'Bodybuilding' / 'muscle building'	'Strength training' / 'power training'

How Do I Know if I Have Recovered?

The key to avoid over-training is determining your optimal training frequency and to closely monitor the progress you make from workout to workout and be aware of any signs of slow or arrested development. Not progressing in one exercise out of five is a yellow flag and not progressing in more than two exercises is a red flag - and means you need time off.

Here are **3 RULES** to follow to monitor over-training:

- **The weight did not increase.**

Aim for a 5% increase each workout. Building more muscle is about progressive overload. If you begin your workout and realize that you are not going to be able to lift more weight, literally pack it in quickly and go home. You have not recovered yet.

- **The reps did not increase.**

If you are using the same weight as the previous workout (this is okay) then you'd better be able to lift more reps.

- **If it takes you longer to perform the workout.**

Progress is driven by intensity of muscular output. Intensity is a function of time. So even if you do the same number of reps and the same amount of weight but you achieved it in a shorter period of time then your intensity has increased. And the reverse also holds true. If it takes longer, then you have not fully recovered and this will delay the recovery process because you are in the hole deeper. Lower intensity can not build new muscle.

HOW TO MEASURE INTENSITY

Here is the simplest tool to measure intensity. Remember we discussed the major pitfall of intensity is that it's subjective and relies on feeling - not the most effective gage for muscle building.

Instead of simply tracking your weights and reps from workout to workout, you will calculate the overall poundage lifted in your one-set, all out special set. This will be explained in greater detail later but for now let's use this simple example: If you lift 8 reps of 225 pounds ($8 \text{ reps} \times 225 \text{ lbs} = 1800 \text{ lbs}$) your overall poundage would be 1800 pounds. So next workout when you wish to compare your overall poundage you can do the same calculation. Let's say you did 5 reps at 245 lbs. Let's see what happens: $5 \text{ reps} \times 245 \text{ lbs} = 1125 \text{ lbs}$. Looks like your overall intensity was lower. This is not good and means you did not recover. Don't fret - we have simply discovered that your previous training frequency was not optimal and we will add one extra day to the recovery cycle.

(ADVANCED) NO-NONSENSE GROWTH PRINCIPLE #8: **THE STRESS MUST ACHIEVE THE MAXIMAL RESULT WITH THE MINIMAL AMOUNT OF WORK**

After a few years of training, your body becomes less responsive to your workout intensity and your progress slows. Some might say, "You are reaching your maximum genetic potential..." Pretty obvious statement, correct?

Many trainees who have been training greater than 4 years can confess to this. The majority of people will agree they made their best gains within the first few months and even first few years of training. I can personally attest to this myself. I have not continued to gain 40+ pounds of lean mass every 6 months - I wish!

Think about the majority of people you know who have had dramatic body transfor-

mations. Next time you see them, ask them what contributed to their initial results. I am confident to say that at least 8 out of 10 will give you a blank stare because they don't have a clue! They simply trained and got results. They might have even over trained. They might have used sloppy lifting techniques. They might have had poor nutrition. But they still got results. Why?

In the beginning - everything works! Don't get me wrong, there are certainly methods more effective than others - that is why you are reading this book. However, the reality is that any new stimulus, applied with the above growth principles will work for a certain period of time. The question is, "How long?"

This final no nonsense growth principle is specifically designed for advanced trainees who are reaching their maximal genetic potential. It emphasizes the principle of INTENSITY at it's fullest. It will only be used in the Advanced 29-Week Max-Power program:

THE PROCESS LOOKS LIKE THIS SO FAR: STIMULATE - REST - GROW - REPEAT.

Ideally it wouldn't take any sets to build muscle, but since we know the only way to stimulate muscle mass is to weight train we must begin with a minimum of one set - one set per exercise per body part.

The best-set sequence would be one set per body part. One set for legs, one set for back etc. You could even say, **"The ONLY SET in your workout that will FORCE your muscles to get BIGGER and STRONGER is the SET in which you perform the HIGHEST amount of weight and MOST AMOUNT of reps."**

Any other set beyond that ONE, ALL-OUT SET is just a waste of your precious energy. Any other sets beyond or before the set that you perform with the greatest amount of weight and the most amount of reps will do nothing more to build muscle!

Not necessarily true for beginners or intermediate trainees because these neglects the fact that their bodies becomes bigger and more muscular from increased glycogen retention, increased metabolic adaptations, increased capillary size etc

To actually build new, dry muscle mass, think about this:

Let's say you are doing Bench Press and warm up with 135 lbs for 12 reps, then for your second set you perform 185 lbs for 10 reps and then for your third set you perform 225 lbs for 6 reps. Then your fourth set you can only do 225 lbs for 3 reps. Think about it really hard. Which set do you think will inflict the most growth?

Remember, if you are truly going 'all-out' then you would have fully exhausted that muscle and would have recruited the maximal amount of muscle fibers necessary for that particular muscle (after your all-out set).

The concept I want you to grasp is simple: Any additional sets will deplete your finite energy reserves. For every set you perform over and above your ONE, ALL-OUT SET, you are eating into your recovery ability. Thus your workouts must be very short and infrequent for muscle growth to occur.

Consider this “one, all-out” set your last set of each set. It’s the set that you empty the tank on. It’s the set that you record a new personal best. This is the set that you will probably require a spotter. **This is the most important set of the workout. This is the reason you came to workout today. To outperform last weeks “all-out set” and out do your previous performance for that particular exercise.**

There is no need to stress the muscle once you have ‘sparked’ it into growth with this last ‘all-out set.” You are striving for the absolute minimum amount of stress to achieve the maximal result. Muscle growth will result from sparking your muscles into growth by going ALL-OUT on this last set of every exercise - it may result in one extra pound or one extra rep but this **ONE ALL-OUT SET PER EXERCISE PER BODY PART IS ALL THAT IS REQUIRED TO MAKE CONSISTENT GAINS FROM WEEK TO WEEK!**

Your body has no reason to develop exaggerated amounts of muscle mass; it has no interest whatsoever. It is more concerned with other functions in your body such as gathering energy from food, air and water to keep the brain and body functioning.

Your body does not even give a second thought to rebuilding torn muscle tissue and then super compensating UNTIL its basic energy reserves are replenished. If you continue to do more sets and more workouts before your energy reserves are replenished then all the fuel that you have been taking in that should have gone to building new muscle will be directed to simply replenishing the whole recovery system of the body.

THIS IS LIKE ONE STEP FORWARD - TWO STEPS BACK!

Bottom line: Once you apply high intensity stress on the muscle stop performing any more sets or workouts. It takes one attempt to stimulate muscle mass. Adding more sets or more workouts prior to a complete recovery is detrimental to your muscle growth progress.

Sure bodybuilders do multiple exercises per muscle group and multiple sets but if you uncover the structure of their program it is very similar to our concept of ONE, ALLOUT SET. But since we train natural and have not invested in a chemical laboratory inside our bodies we will aim for the minimum number of sets and exercises per muscle group.

You see, professional bodybuilders use this same technique disguised in a method called pyramiding. They will perform their first set with a certain amount of weight, then the second set is slightly heavier with a few less reps, then they go heavier

again, and on their final set they will do the heaviest weight with the greatest amount of reps possible. **You will never seem them do an additional set with the same weight for the same number of reps. NEVER!** Watch the Arnold DVD, Ronnie Coleman DVD or Jay Cutler DVD. Basically they have a few ‘warm-up’ sets plus their ONE, ALL-OUT SET SET which is typically the last set of each exercise.

So let me make this perfectly clear - our goal is to use the fewest sets possible and the fewest number of exercises per muscle group - this will lead to the maximal results with the least amount of work. All it takes is one, full-out, extremely tough, go till you blow set per exercise to produce the maximal potential for that muscle to get bigger and stronger.

I’m dead serious - any additional set beyond this special set will be a waste of time and energy.

I know you are saying, ‘how could one set possibly be enough to grow muscle?’ Don’t worry, your not going to be doing literally just one set however the take home message is that it’s only the last set of each exercise that makes the greatest impact on your physique.

Don’t underestimate the power of the one set that involves the maximal amount of weight with the greatest amount of reps that will involve the greatest amount of muscle fibers. Unfortunately most guys begin a workout with 4 or 5 exercises in mind for each body part. How the heck can you truly go ‘all-out’ with that kind of volume? You can’t. Training hard and training long cancel each other out. Anything requiring you to lift less weight or less reps than your current threshold and involves less muscle fibers activated than possible - violates every fundamental bodybuilding principle in existence and will lead you right back to your old way of training.

After you perform this one, all-out special set it is time to go home, eat, sleep and rest up until your next session where we will gradually and consistently exploit this process.

Remember, if you want to look like everyone else - train like everyone else. If your subconscious tries to trick you into thinking that spending hours in the gym and repeating set after set is the right way then take a second look at these people and see that they do not look any different whatsoever. Most guys who are big have no idea how they got like that (genetics) and most guys who have a half decent physique achieved it in the first few months as a beginner which is when the greatest gains occur. How many people do you know that look bigger and bigger year after year? I bet very few, if any.

Going to the gym and training until you need a wheelchair and seeing how much pain you can inflict on your body is great if you are running a “Fear-Factor” show or “Nazi Boot Camp” but it has NOTHING to do with stimulating muscular tissue to grow stronger and larger.

The 29 - week training program incorporates an advanced training technique that is literally created around only 'one, all-out set.' I call them Crash Sets. However, the 29 - week beginner-intermediate training program will still require you to go absolutely all-out on the last set of every exercise. More to come on that later.

TO SUMMARIZE:

- **The stress must be SPECIFIC** - the only way muscles will grow is if you upset their state of normalization (remember your muscles would prefer to stay small and sleep all day - the last thing they are thinking about is getting bigger).
- **The stress must be HEAVY** - the threat of the weight must recruit every single muscle fiber. The stress must be an extreme abnormality that far exceeds the normal carry capacity of the local muscle. The body will deal with this emergency through hypertrophy (the cells that make your muscle increase in number, and thus size).
- **The stress must be PROGRESSIVE** - each trip to the gym must bring gains in strength, and the stronger you become the bigger you become - this is a universal law. Training with a conventional training program and adding more sets and reps will counteract this principle. Conventional programs do not focus on gaining more strength and gaining strength in a critical component of the growth cycle. The two are directly related. The stronger you get the bigger you get and vice versa. This is another fact that can not be argued unless you are deliberately making an attempt to not eat, sleep or recover.
- **The stress must be INFREQUENT** - this is an individual difference that can be hindered or accelerated based on your choice of recovery techniques. Exploit the recovery techniques in the next chapter and you will be able to train every 3 days but this is not set in stone - you might need more and very rarely less (unless you are doing drugs, which I do not promote).
- **The stress must be INTENSE** - I have given you a tool to measure intensity so you will no longer be guessing and using your instincts, which is a poor way of gauging your progress. I also suggest that you time the length of your workout. Completing the entire workout in a shorter duration is a definite sign of greater intensity.
- **The stress must be SHORT** - remember that intensity and volume are inversely related. You can not have the best of both worlds. The only way to train with maximum intensity is to avoid long, moderately intense training sessions like the plague - these will just drain your energy reserves like a hole in a cup of water. I have made it crystal clear that you will ONLY need ONE, ALL-OUT, NO-NONSENSE, EXTREMELY DIFFICULT SET PER EXERCISE PER BODY PART. After this one SPECIAL set you move on to the next muscle group.

CHAPTER 4:

Advanced Recovery Methods -How To Accelerate Recovery From Training

1. Time

The most underestimated and most important factor of recovery is time. This can be expressed in days or hours between each workout. Time recovery can also be applied to periods of training cycles.

The goal is to recover as quickly as possible to commence your next session. The key is to determine the optimal amount of time required to fully recover taking into consideration the muscles trained, nervous system, immune system and hormonal system.

GENERALLY, ANYTHING DONE AT A HIGHER LEVEL OF INTENSITY REQUIRES LONGER TIME BETWEEN WORKOUTS. ANYTHING DONE AT A LOWER INTENSITY CAN BE DONE AT A MORE FREQUENT SCHEDULE. YOUR TRAINING FREQUENCY SHOULD BE GOVERNED BY THE INTENSITY AND VOLUME OF YOUR WORKOUTS.

Finding the **balance between work and recovery involves a consideration of the type of training you are engaged in**. Let's say you are focusing on improving your muscular strength. You will be using heavier loads that will place more demand on your central nervous system compared to a moderate-weight hypertrophy phase. If you are training for strength than you will need a longer break between sessions - let's say 48-72 hours. On the flip side, when training for size, as long the overall volume is within reason and your energy intake is sufficient than you will be able to train up to 4 times a week with serious results. This is because your nervous system is not as beat up during this type of phase.

Next, you must allow time recovery between training cycles.

I have two forms of recovery:

Half week recovery and full week of recovery:

This means absolutely nothing but perhaps very light aerobic work and relaxation techniques during these recovery weeks. You might be surprised by how much benefit your body receives by taking strategic recovery periods.

I recommend taking one full week off every 12 weeks no matter what your level of conditioning. In a 12-week program, I would even suggest ½-week recovery weeks ev-

ery 3 weeks. Yes, that means every 3 and ½ weeks you take the last 4 days off before you commence the next 3-week block. The **higher the intensity of training, the more beneficial the recovery weeks will be.**

Ignoring or not taking these guidelines seriously will lead to over-training, injury and plateaus - guaranteed. I believe the average trainee (trained less than 4 years) should never go beyond 6-9 weeks of uninterrupted training. And there is no exception for the advanced trainee (greater than 4 years) to train longer than 12 weeks uninterrupted.

2. Nutrition

I think that a considerable amount of people do not have a clue of what to eat. Nutrition is extremely important with recovery because it provides us the raw materials for recuperation, recovery and growth. Without an ideal nutrition plan, your efforts in the gym will be in vain.

BECAUSE THIS TOPIC IS SO CRITICAL I HAVE GIVEN IT A CHAPTER OF ITS OWN.

3. Supplements

Are supplements necessary? It depends. Again, this topic will be discussed in further detail, as I believe it requires a chapter of its own. Just so that I don't leave you hanging, I believe supplements are ideal if they are pre-planned for specific training phases and prioritized around specific training goals.

Also, I do not recommend the use of any unnatural supplements for the first 4 weeks of training. I want you become a believer of achieving superior results by training smart, eating 90% whole foods, optimizing your recovery and getting plenty of sleep.

4. Drugs

I have no intention of addressing this topic in this manual. There is no shortage of material on what and how to take certain drugs to enhance recovery. I personally, have never trained dirty. I decided before I began training that I would not be led to the dark side. I do not mean to moralize the topic but I will relate my own personal stance on the issue. As far as I'm concerned, you will and I will ALWAYS remain curious and tempted to the gains and 'benefits' you will receive from steroids. However, once you travel to the dark side, you will never be able to say that you trained clean. You will always have to live with it. I would prefer to simply keep it at that - a curiosity and a temptation.

On the flip side, the reality is that it is your choice. The reality is that drugs exist, they are used, and they can be very effective. But nothing comes without a price.

While most bodybuilding drugs are not physiologically addictive, they are emotionally addictive. Can you imagine putting on 3 inches on your arms but having to spend a few thousand dollars a month to achieve and maintain that? What if you could not afford to buy your physique anymore? This could lead to a downward spiral of many negative outcomes....

Bottom line, your recovery will be affected if you are using drugs or not. If you are not using drugs, do not copy programs of guys who are. This is crazy!

5. Sleep

A part of the critical code for muscle growth is sleep. But how much sleep is enough to accelerate recovery and optimize muscle growth? And how are you supposed to get the optimal 8 hours of sleep on top of late nights, partying, studying, T.V, and cramming the rest of our silly lives into the short 24 hours we have? I will not lecture you on time management - the lesson here is to follow Nike's motto and JUST DO IT!

So how does sleep relate to the phenomenon of building big muscles? The number one reason getting enough sleep is so important is because **Growth Hormone rises during sleep and begins to rise 30-45 minutes after falling asleep.** If you are taking your training program seriously then I would suggest the optimal 8 hours, however this is a very individualistic measure and as few as 6 hours can be adequate for some.

I have created a simple test that will allow you to determine the minimum amount of sleep required to optimize muscle growth. Sleep without an alarm clock for three days, two on the weekday and one weekend. Average out the number of hours your body sleeps until it wakes up naturally. Average out the three days and this is the optimal number of hours you should strive for each night.

ALSO, THERE IS A THEORY THAT EVERY HOUR OF SLEEP YOU GET BEFORE MIDNIGHT IS EQUIVALENT TO 2 HOURS OF SLEEP. SO IF YOU GO TO BED AT 10PM AND WAKE UP 6 AM - YOU WILL FEEL AS IF YOU HAVE JUST SLEPT 10 HOURS (AND NOT THE ACTUAL 8 HOURS)

I would say try this one out for yourself and see. Too be honest, I personally feel tremendously better going to bed earlier and waking up earlier.

Take advantage of power naps - they are not for wimps. Professional bodybuilders take them regularly in the course of a day. It is said that a 20-minute nap in the middle of the day is the equivalent of a 2-hour sleep. Again, try it out and see for yourself. Naps are extremely beneficial if you did not sleep well the night before. Remember that your muscles grow when you rest - this is the time between weight training sessions. Sleep is the best opportunity to let your muscles rest.

There is other research that shows that when you are deprived sleep your body releases the hormone leptin. Leptin is a hormone that tells our body to feel full so if we are deprived of this hormone you will be more prone to eat carbohydrates even though you actually had enough food. This can quickly lead to fat gain for the sleep deprived. If your sleep quality is poor try to supplement with ZMA (Zinc Monomethionine Aspartate plus Magnesium Aspartate and vitamin B-6). This almost guarantees a higher quality of sleep and is said to release testosterone, which is a critical muscle-building hormone. Also drinking warm milk activates a chemical from the heat to make you feel more soporific.

6. Stress Management

Even Jesus Christ challenged his followers by asking them, *“Who of you by worrying can add a single hour to his life?”* (Matthew 6:27). Not only will stress take days away from your life but it will hinder your recovery between muscle-gaining sessions!

How seriously do you take the following stress-related inducers into your training:

- relationships
- finances
- studies
- travel
- job environment
- social environment

I guarantee that if you take an inventory of your life you will discover times in your training history when you have not adjusted your training program because one of these factors contributed to increased stress.

STRESS - GOOD AND BAD - HAS THE POWER TO OVERRIDE OUR BODY'S NATURAL DEFENSE MECHANISMS AGAINST SICKNESS.

It drives the production of inflammatory hormones that result in diseases such as diabetes, heart disease and obesity. Stress sparks rheumatoid arthritis and other degenerative diseases. Stress will create depression and age the brain as well. And remember, you do not grow muscle during the workout but rather, while you are resting. Stress releases catabolic hormones that do not support an environment for muscle growth and fat loss.

If you approach a training session when your stress levels are high then you **MUST** reduce the duration of your workout, reduce the volume of the workout, decrease the frequency of your training or increase your nutrient intake. More specifically, you should double your vitamin/mineral and antioxidant intake to combat the build-up of free radicals which leads to a catabolic environment when stressed. Ideally, eliminate the specific stress all together!

CHAPTER 5:

Maximizing Hormonal Responses for Maximum Muscle

GROWTH AND MAXIMAL FAT LOSS

Hormones are triggered in your body by practically everything you do in your everyday life. **Hormonal levels control our body's actions.** We will discuss the importance of the most popular anabolic and catabolic hormones in the body because they contribute a significant role to muscle growth.

Hormones are basically chemical messengers secreted by the endocrine system. Once they reach the blood they travel to specific receptor sites on cells. Body adaptations are partly dependent on hormonal levels. It is critical to understand how to manipulate these hormones to maximize muscle growth, fat loss and overall health. I will not provide a physiology or endocrine lesson on these hormones because the science is quite heavy and might make the gray matter in your brain sizzle a little! Instead I will keep it very simple:

Some hormones build muscle while others breakdown muscle. Some hormones burn fat while others store it!

We need to appreciate the influence of these hormones so we can manipulate our results by maximizing the amount of muscle building and fat loss hormones and minimizing the production of muscle wasting and fat storing hormones.



COCKTAIL #1: INSULIN

Insulin is released by the pancreas and can be either your best friend or worse nightmare. **It is good when it promotes muscle building and it is bad when it promotes fat storage.**

The job of insulin is to lower blood sugar levels when they get too high. When you eat any sort of carbs, proteins or fat, most of that food is broken down into its simplest form - glucose (sugar) and released into your bloodstream. This release of glucose causes your blood sugar levels to rise above normal levels. Insulin comes to the rescue and returns your blood sugar levels back to normal.

PROLONGED HIGH BLOOD SUGAR LEVELS RESULT IN INFLAMMATION IN THE BODY.

Insulin lowers blood sugar levels by shuttling the glucose into muscle and liver cells. Insulin will also carry amino acids into the muscles promoting protein synthesis (muscle building) and inhibiting protein breakdown (muscle loss). Remember, your muscles and

liver have a limited storage capacity - similar to a warehouse. Once your muscle warehouse and liver warehouse are full insulin has to carry the remaining glucose somewhere else - unfortunately the next available 'warehouse' is your fat cells. So insulin can also stimulate the storage of fat.

As you can see, insulin is a double-edged sword and you must learn to control your insulin levels to maximize the benefits of muscle building and to minimize the affect of fat storage. So if you want to see how fat you can get consistently keep your insulin levels as high as possible (this will consequently lead to a short life span). And if you want to grow like a skyscraper then consistently keep your insulin levels low (the exception to this rule is during the Energy and Anabolic Phases, which we will discuss shortly). You can control insulin levels by what you eat. Different foods can cause higher insulin release than others:

- Carbs:** When eaten alone, carbs cause the largest insulin response because they are converted directly into sugar by the body - **100g of ingested carbs is equal to 100g of glucose entering the bloodstream.** This sudden surge of glucose into the bloodstream causes a huge rise in blood sugar levels, which will cause a massive release of insulin.

- Protein:** Protein causes a smaller insulin release than carbohydrates. Only 58% of dietary protein will appear in the bloodstream as glucose. Note that this is only in the absence of carbs. The fewer carbs you eat, the more protein is converted to glucose, and vice versa.

Your liver will convert the amino acids from protein into glucose. If adequate carbs are consumed with the protein, the body will not convert much (if any) of the protein into glucose. It would rather use those amino acids for other purposes when adequate glucose is available.

- Fats:** Only 10% of fat will appear in the bloodstream as glucose. Fat has almost no blood sugar increasing affect. When fat is digested, it is broken down into glycerol and free fatty acid chains (FFA). Your liver converts the glycerol into glucose.

There are really only a few hours in the day where you can eat a ton of food and create an extremely powerful anabolic environment - even with the presence of high insulin levels.

Remember, once your liver and muscle storage capacity is full - the excess food must get stored somewhere and we have discussed the next storage site is your fat cells. What times in the day are your muscle and liver storage sites depleted and at their lowest levels?

At breakfast and during and after your workout (cardio or weights)! These are the three main times in the day where your body will take full advantage of the anabolic

effects of high insulin with little chance of fat storage. If your goal is to maintain low body fat levels year round it is critical to maintain moderate levels to prevent fat storage.

In the nutrition chapter we will discuss the topic of nutrient timing in more detail. You will learn about workout nutrition and how to optimize these critical windows for muscle growth.



COCKTAIL #2: GLUCAGON

Glucagon is a hormone that has the opposite task of insulin. Insulin's job is to lower high blood sugar levels and **glucagon raises low blood sugar levels**. Glucagon - released from the pancreas - **comes to the rescue when your blood sugar levels are low**. Like insulin, glucagon can be your best friend or your worse nightmare. Insulin promotes muscle building and fat storage, whereas glucagon promotes muscle breakdown and fat burning. If blood sugar levels are too low (if you have not eaten for more than 3-4 hours) it mobilizes stored glycogen from the liver and releases glucose for energy. It then begins to help release stored fat into the bloodstream also to be used for energy. For very low blood sugar levels (not eating for 4-5 hours), it also plays a part in the breakdown of muscle tissue for fuel. **During fat loss diets, elevated glucagon levels are important because it causes the burning of stored fat for fuel.**



COCKTAIL #3: IGF-1

Insulin-Like Growth Factor 1 (IGF-1) causes increased protein synthesis and tissue growth.

Many believe that it is the key factor in muscle growth. It is released from the liver during times of high insulin and high GH (growth hormone) levels. I will repeat, to stimulate the production of IGF-1, GH levels must be high and insulin levels must be high simultaneously. This is the tricky part because when insulin levels are high, GH is normally suppressed.

This is another reason why insulin levels must be consistently controlled. Insulin levels must be raised at specific times to promote enhanced growth and IGF-1 production. **For example, after a hard workout of 45-60 minutes GH levels will be very high. If you then eat a high carb/high protein meal, you will cause a rise in insulin levels, which will cause the release of IGF-1.**

IGF-1 is not released during times of low insulin levels. Low insulin and low IGF-1 levels are the primary reasons it is difficult to gain muscle on low-carb diets. Low protein also causes a decrease in IGF-1 levels.



COCKTAIL #4: CORTISOL

Cortisol is the most catabolic hormone in your body and is released from the adrenal cortex in time of mental and physical stress. It is involved in the breakdown of muscle for fuel and promotes fat storage.

Cortisol is necessary for joint and tendon health but levels must be controlled to **maximize natural testosterone production**. To understand cortisol you can relate it to the exact opposite of testosterone for muscle growth. Testosterone is an anabolic hormone and a catalyst for many reactions in your body responsible for muscle growth. Cortisol is a catabolic hormone that is actually responsible for breaking down muscle tissue. Cortisol converts amino acids to carbohydrates and prevents protein synthesis.

Since you are limited to the amount you can naturally increase your testosterone levels, it is imperative that you make all possible efforts to limit cortisol levels.

The following tips may point to problems you have experienced in the past or why you have not progressed in years:

- **Decrease levels of personal, mental and physical stress.** Learning how to deal with daily stress and challenges will separate the skinny from the muscular. Learn how to keep your problems in perspective and how to treat stressful times with relaxation methods.

Stressing yourself out has shown to increase cortisol levels and inhibit muscle growth. Stress is relative to the perspective of the person experiencing the stress. By changing your perspective you can lower stress levels.

- **Severe caloric restriction has been shown to increase cortisol levels.** This is why dieting and cutting phases, where your calories are restricted for longer than 3-5 days, result in an increase of cortisol. This is the main reason for muscle tissue loss during periods of dieting. Cortisol also increases insulin resistance and inhibits thyroid function.

- **A diet lacking essential micronutrients and macro nutrients may increase cortisol levels.** Add a high quality multivitamin and antioxidant supplement, perhaps even double or triple the dosage, during stressful times, to suppress cortisol levels.

- **Get at least 8-9 hours of rest a night.** Your body needs ample rest or cortisol levels will elevate.

- **High volume workouts with short rest periods and training too frequently will elevate cortisol levels.** Training more than two days in a row, especially if you are a hard

gainer, increases cortisol levels dramatically. Also, long periods of training without recovery weeks can dump a ton of cortisol into the body.

• **Cortisol levels have been shown to increase with age.** This is why a younger male can get away with longer duration sessions of 60 minutes but these should be decreased approximately 10 minutes every 10 years. Therefore a 15-25 year old male could afford a maximal training session of 60 minutes, a 25-35 year old male 50 minutes, 35-45 year old male, 40 minutes; a 45-55 year old male 30 minutes and so forth. Those are very generic recommendations and can be used as a maximal starting point.



COCKTAIL #5: TESTOSTERONE

Probably the most well known hormone, considered to be the ‘**big daddy,**’ testosterone is produced in the testes. Its primary job is muscle growth. It also helps to burn fat and establish your sexual characteristics. **Testosterone causes muscle growth by directly stimulating protein synthesis.** Women also produce testosterone in their adrenal gland, but in much smaller quantities than men do. This is why it is easier for men to build large amounts of muscle.

Under normal circumstances (no exercise or diet), testosterone production begins to decline by about age 40 in most men. As it does, it can cause muscle loss, bone mass loss, increased body fat, weakness and depression.

FORTUNATELY, TO SOME DEGREE, TESTOSTERONE LEVELS CAN BE CONTROLLED BY THE RATIOS OF FOOD IN THE DIET AND EXERCISE.

In order to support optimal testosterone levels one’s diet must be balanced and consist of ample amounts of vitamins and minerals specifically from the **B vitamins, vitamin C, zinc and manganese.** When trying to gain mass, a high-fat intake is necessary to stimulate maximum testosterone production. Diets low in fats or products that contain fat, like a vegetarian diet, produce much lower testosterone levels than a meat or fish-rich diet. The fat provides cholesterol, which is needed for testosterone synthesis. There is about 100mg of cholesterol in 3 oz of red meat.

Heavy resistance training (80-95% effort) and short rest intervals also stimulate the production of higher than normal testosterone levels.

How to naturally increase Testosterone levels (and other interesting tips):

- Runners and power lifters show lower levels of testosterone than bodybuilders do.
- Higher volume activities (greater than 8 hours a week) result in lower T levels.

- **The higher your stress level the lower your T levels.**
- Intense training causes a periodic increase in T levels but then drop. T levels stay low for a day or two before rising again. **Another reason for hard gainers to train every second day.**
- Don't plan a growth cycle when you know your mental and emotional circumstance will prevent your best gains.
- Alcohol **decreases T level** and even one night on the town can cause T levels to plummet.
- Sex, masturbation and erotic stimuli will cause an increase in T levels.
- Painkillers such as aspirin, marijuana, codeine will **decrease** T levels.
- Diets **high in protein, cholesterol, fat, and saturated fat** will increase T levels.
- Increasing **polyunsaturated fat and decreasing saturated fat** will decrease T levels.
- **Higher protein** typically equals more animal fats therefore equals more saturated fat and cholesterol.
- T levels decrease with restricted diets but are restored within **48 hours** after refeeding.

To summarize, T levels will fluctuate throughout the day, week, and year and are predictable to being the highest around summer, winning streaks, higher fat intake periods, and even when you are 'getting it on' regularly. And it is predictable that T levels will be low during winter, losing streaks, stress and depression, low carb diets, drug and alcohol binges and 'dry spells.'



COCKTAIL #6: GROWTH HORMONE (GH)

Growth hormone promotes muscle building and fat loss. It works with testosterone to build muscle. **GH helps to regenerate/strengthen our bones and connective tissue crucial to support increased muscle size and strength.** GH appears to affect every organ in the body, has been shown to support protein synthesis, a positive nitrogen balance, increased amino acid uptake, lipolysis (fat breakdown), stimulate cartilage growth, and enhance immune cell function.

It is released in response to low blood sugar levels caused by **fasting, dieting, exercise or sleep.**

WOMEN HAVE HIGHER GH LEVELS DURING EXERCISE AND AT REST THAN MEN DO.

Once released, it promotes growth by increasing protein synthesis, and causing the release of IGF-1. It also promotes fat burning by moving stored fat into the bloodstream to be used as fuel. This is its primary function. Because of this fat mobilizing effect, GH reduces the amount of glucose and protein that is used for fuel, **so high GH levels will protect against muscle loss.**

Produced in the anterior pituitary gland, production is highest during adolescence and peaks around age 20. During that time, your body produces about **500 micrograms** per day.

Under normal circumstances, production begins to decline rapidly after age 31. It typically declines about 24% per decade. So, at age 40 you are producing 200 mcg, and at age 80 you will produce only 25 mcg per day.

How to naturally increase GH levels (and other interesting tips):

- Eat low glycemic carbohydrates to keep blood sugars low, especially before exercise and sleep.
- Go to bed on an empty stomach (no heavy carbs). Carbohydrates produce insulin, which can help store fat.
- Get a good night's sleep on a regular basis. Large amounts of GH are released during the first 30-70 minutes of sleep.
- High intensity weight training increases GH levels. While performing your sets, keep tension as high as possible on muscles without rest to optimize GH levels.
- Wear warm clothing.
- Supplement with higher levels of protein, Glutamine and Creatine, may increase GH levels regardless of age.
- Use certain aminos throughout the day, L-ornithine and L-arginine. Use 500 mg of ornithine and 500 mg of arginine twice per day (before exercise and sleep), five days per week. L-ornithine is not very practical because pharmaceutical grade is very expensive.
- Eat a balanced diet. Carbs/protein/fat.
- Eat 5-7 times a day.
- Use the sauna 20 minutes a day.

- Train using powerful lifts, for example, squats, dead lifts and power cleans.
- Take naps.
- Avoid doing the same exercise every time you go into the gym.
- Reduce your intake of fructose. Excessive fructose intake can block activity of GH and stop the burning of fat for fuel.



COCKTAIL #7: CATECHOLAMINES

The catecholamines are a group of 3 hormones secreted by the adrenal glands, **epinephrine, norepinephrine and dopamine**. When you get nervous or get that adrenaline rush, you are experiencing release from these three hormones.

They are important for strength and power because these hormones act to produce **force production and contraction on muscle fibers**. Intense weight training with heavy weight and little rest between sets has been shown to increase levels of epinephrine and norepinephrine.



COCKTAIL #8: THYROID HORMONES

One final hormone that I would like to address is called **T3 (triiodothyronine)**. This hormone is produced by your thyroid and controls your overall metabolism. Your thyroid actually produces two hormones, **T3 and T4 (thyroxine)**, but **T3 has the greatest influence on your metabolism**.

YOUR METABOLISM IS THE RATE AT WHICH YOUR BODY BURNS CALORIES.

Increased T3 production increases your metabolism so you burn more calories per day (fat and muscle). This is why skinny hard gainers typically have low body fat levels and difficulty gaining muscle. Their metabolisms are very high so they burn a large amount of calories.

Decreased T3 production slows your metabolism so that you burn fewer calories (fat and muscle).

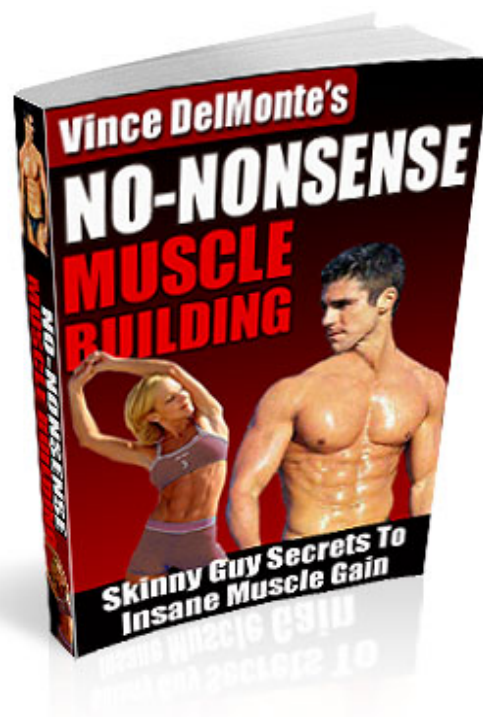
Your thyroid regulates T3 production based on many things, including **health, stress, overtraining, and of course diet**. How much you eat plays a very large part in T3 levels. Eating a consistently large amount of calories will keep T3 levels fairly high. If you decrease your calories too drastically, your body will reduce T3 production to slow your metabolism. It does this to help conserve calories, preserve muscle mass and maintain body fat levels. In times of famine (or low calorie dieting), your body tries

to conserve as much as it can to survive. Low T3 levels means very little fat is being burned. Since **T3 also helps regulate protein synthesis, low levels mean no new muscle is being built.**

During long-term, low calorie diets, your T3 levels can drop by as much as 30%. Your body also begins to lower noradrenaline production by almost 50%. Fat loss products like caffeine and the ECA stack help to minimize this metabolic drop in both hormones.

EXERCISE AND INCREASED PROTEIN INTAKE WILL ALSO HELP IN KEEPING YOUR METABOLISM ELEVATED.

Applying this information is critical in the muscle-building and cardio debate because in this section we will first examine some of the popular beliefs and I will allow you to come to your own conclusions. Remember, when it comes to muscle building there are always three sides to every story - my side, your side and the reality. The 'reality' can also be called 'results.'



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